

# Marketing Manager

## About Us

UnderTheDoormat Group is an award-winning prop-tech company, and our London home accommodation business is one of the leading companies in our sector. We help property owners, portfolio owners and property companies generate higher income through the short term rental industry as well as providing hotel-quality stays for our guests in the comfort of a home.

This is an opportunity to join an exciting, technology-led business with a high energy team who work closely on delivering an excellent customer experience. You will have the chance to learn new skills, be involved in significant projects and make an impact on many different areas of the company.

We are looking for bright and ambitious people to help continue to grow the business. Applicants should be adaptable, flexible and proactive in developing their own skills and capabilities. We celebrate leaders at every level of the business who demonstrate independence in their work while contributing to the culture and broader environment of the UnderTheDoormat team.

## About the Role

The Marketing Manager will play a leading role in our Marketing Team, driving the acquisition of both B2B and B2C partners. The role will be instrumental in our domestic and international growth plans through our B2B SaaS product (Hospiria), our industry platform (TrustedStays) and our UnderTheDoormat Managed portfolio.

We are looking for a commercially experienced marketer who has 3-5 years' experience in marketing and sales acquisition that can show return on investment. You should be a genuine self-starter who has the ability, potential, and a thirst to learn and grow as the company does.

## Responsibilities

### Specialist Skill Sets and Responsibilities:

- **Marketing strategy** – Working with the Marketing Director to execute the marketing strategy and multi-channel campaigns for new and existing products and services for all

UnderTheDoormat Group products that will enable company growth for B2B and B2C property partners as well as guests, including cross-promotions and referral partnerships with other companies.

- **Performance marketing channels** – Manage performance marketing channels (social, paid search, affiliates) and take the lead in improving the ROI.
- **Sales Marketing collateral and outbound campaigns** – Lead eCrm campaigns and deliver marketing qualified leads to the sales teams for conversion.
- **Social media** – Lead, with the support of the Marketing Team, creative paid social and influencer campaigns across social platforms.
- **Website and SEO monitoring and analysis** – Continuously analyse SEO, social and website marketing performance to improve marketing performance and conversion and drive continued revenue and profitability.
- **Content management and development** – With the support of the Marketing Director, take the lead in managing content and distribution across all our channels, both traditional and digital, as well as developing content both written and video.
- **PR** – Take the lead in selling UnderTheDoormat Group for presentations, events and PR etc.
- **Events** – Manage the full events strategy including hosting our own events.
- **Awards** – Sell us in for awards and organise attendance at the ceremonies, with the support of the Marketing Team.
- **Company Growth** – Proactively seek, research, and implement other growth opportunities

### **General Capabilities:**

- **Continuous improvement** – Proactively identify improvements beneficial to our processes and the UnderTheDoormat Team and be part of the delivery of any initiatives implemented.
- **Customer data excellence** – Understand our data deeply, be able to report on trends and related solutions and own the quality of data in our systems for your area.
- **Personal development** – Lead your own personal development and training to help you carry out your role more effectively, as well as delivering any team training within your areas of expertise as and when required
- **Values and Behaviours** – Uphold, safeguard and promote our values and behaviours at all times.
- **Policies and procedures** – Have good working knowledge of our policies and procedures and ensure yourself and your team work within them at all times.

- **Legal and regulatory** – Maintain records in line with current legislation, in particular GDPR, AML and Health and Safety.

As a young company, you will have the freedom to drive continuous improvements in how we operate – and we genuinely want you to drive improvements and take the lead, not just take direction.

Applicants should be adaptable, flexible and proactive in developing their own skills and capabilities.

You should love the idea of supporting a team while also being able to work independently. As a scale-up business you will also have a key role to play as a team member in helping us to ensure that our property owners and guests have a positive and seamless experience.

You must enjoy interacting with customers and partners, demonstrate excellent attention to detail, and be able to multi-task. You will often be the face (digitally, written, and in person) of UnderTheDoormat Group and must be comfortable and confident in this role.

## **What we are looking for**

- At least 3-5 years' experience in acquisition marketing across all the funnel from acquisition through to referral
- Experience in E-commerce including campaign budgeting
- Good level of knowledge and experience of specific skill sets such as SEO, Paid Search, Social Media Marketing and Email Marketing
- Experience in leading campaign reporting analysis and action planning
- Someone who is looking to take on a broad role in a small team
- Someone who works well under pressure and with constantly changing dynamics
- A people person who thrives on working with others and loves building personal connections that drive growth
- Someone who is organised and pays attention to detail
- Someone who has strong written, verbal and interpersonal skills who's energetic and focused
- Someone who is data-driven in the way they approach decision making
- Someone who has a strong desire to expand and acquire new skills

## **What we offer**

- Enterprise Management Incentive (EMI) tax-advantaged share option scheme

- Discretionary bonus scheme
- Flexible and remote working options (including sabbaticals)
- 25 days holiday plus the flexibility to buy or sell 5 days
- An exciting and fast-paced environment with lots of development and growth opportunities
- Friendly team and regular socials together
- Support from a mentor on how to grow your future career
- Informal ongoing development and training on key business skills, such as project management
- Cycle to Work Scheme
- Discounts for you and your family and friends on our homes
- Rewards for introducing new customers and team members

Our business is going places and we want you to as well. If you're interested in playing a key role in our team, please get in touch at [team@underthedoormat.com](mailto:team@underthedoormat.com)