

# Role Profile

**Role Title: Marketing Administrator****Business Area:** Development**Department/Team:** Marketing Team**Reports to:** Digital Marketing Officer**Direct Reports:** None**Agile worker category:** Remote**Dimensions (budget, people span of control):** None.**Created/Reviewed date:** July 2024**Role Purpose**

As a Marketing Administrator in the Aster sales & marketing team, you will play a crucial role in supporting the marketing efforts for our shared ownership 'resale' properties, reporting into our Digital Marketing Manager.

Your attention to detail, communication skills, ability to analyse data and pull together marketing materials for our resale team will contribute to the success of our marketing initiatives and strategy.

Your responsibilities will include monitoring leads, profiling sales data, managing communication channels (e.g., live chat, answering phone calls, returning voicemails, responding to emails), creating marketing materials for our resale properties, and conducting data cleanses to ensure accurate and efficient operations.

This role will be a predominately home based, Monday-Friday daytime role, but you will be required to travel between regions and offices to attend meetings and to curate content in our operating areas. There will also be occasions where flexibility is required to attend events and open days to help support the sales & marketing team. On occasions, evening, weekend and Bank Holiday cover will be required to support any leave within the marketing team.

**Key Accountabilities****1. Lead Monitoring and Recording:**

- Monitor leads for all our resale properties and maintain organised records.

**2. Communication Management:**

- Manage live chat interactions on weekdays, addressing enquiries and providing assistance to potential buyers.
- Monitor and respond to general email enquiries and voicemails in the home ownership inbox during weekdays providing relevant information to prospective buyers.
- Allocation of leads within our CRM system to the relevant member of the sales & marketing team.

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## 3. Resale Marketing Material Creation:

- Create resale marketing brochures as needed for our resale shared ownership properties.
- Coordinate and create email marketing mailouts to potential buyers regarding resale property sales and ensure property details are added to online advertising portals.

## 4. Data Cleansing:

- Conduct data cleanses in our CRM systems to maintain the accuracy and integrity of sales data.

## ***Experience, Skills, Attributes and Qualifications:***

- Educated to GCSE Standard (or equivalent) with passes in English and Maths.
- Proficient in Microsoft Office suite and confident in using databases and IT systems.
- Previous experience in an administrative role, preferably within the housing sector.
- Strong attention to detail and organisational skills.
- Excellent communication skills, both written and verbal, with the ability to interact professionally with potential buyers.
- Proficiency in managing communication channels such as live chat, email, and returning voicemails.
- Familiarity with marketing principles and experience in creating marketing materials such as brochures.
- Ability to analyse data and draw insights to inform marketing strategies.
- Proficiency in data management tools and software, with experience in conducting data cleanses.
- Self-motivated with the ability to work independently and prioritise tasks effectively.
- Adaptable and flexible with the capacity to handle multiple responsibilities in a fast-paced environment.
- Experience in providing excellent customer service across multiple channels while maintaining Aster's tone of voice.
- Being confident in front of the camera would be advantageous to assist with social media content creation within the team.

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- Understanding of the shared ownership model would be a benefit.
- Previous copywriting experience isn't essential but would be desirable.
- Experience in digital marketing platforms such as social media (Facebook, X, LinkedIn, TikTok, Instagram, Pinterest, YouTube) email marketing, content marketing, and search engine optimisation (SEO) (or willingness to learn) would be advantageous but not essential.
- Promote and maintain an active approach to health and safety, in respect of yourself, colleagues and customers.
- Ensure that the Aster Group Equality & Diversity Policy is fully implemented at all times.
- Comply with the requirements of the Aster Group Data Protection, Privacy & Confidentiality Policy, the IT Security & Usage Policy and supporting Data Protection Framework insofar as they relate to the duties of the post.

This role profile is intended as a guide and is not an exhaustive list of the duties and responsibilities of this role. Such duties may vary from time to time without changing the general character of the role or the level of responsibility entailed.