

# Marketing Executive

## 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 have been recognised by Skift as one of the top companies globally shaping the future of short-term rentals. 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. We do this through our 3 solutions that span the whole value chain:

1. UnderTheDoormat Managed (est. 2014) – Quality, professionally managed short-term rental platform.
2. Hospiria SaaS Technology (est. 2019) – Integrated property management software + service.
3. TrustedStays Platform (est. 2020) – Quality, accredited accommodation, connecting business travel and the short-term rental industry for the first time.

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 UnderTheDoormat Group.

## About the role

The Marketing Executive will play a lead role in our Marketing Team, spanning all our brands. 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 genuine self-starter who has the ability, potential and thirst to learn and grow as the company does. The role would best suit someone who is a well-rounded marketing professional with 2-4 years' experience in the field.

## Specialist Skill Sets and Responsibilities

Work with the Senior Marketing Manager to execute the marketing strategy and multi-channel campaigns for new and existing products and services for all UnderTheDoormat Group products. Specifically;

- **Social media** – Manage the creative paid social and influencer campaigns across social platforms.
- **Sales marketing collateral and outbound campaigns** – Manage eCrm campaigns and deliver marketing qualified leads to the sales teams for conversion.
- **Content management and development** – Manage content and distribution across our channels, both traditional and digital, as well as developing content both written and video including blogs, newsletters and webinars.

- **Events** – Manage the events strategy, including hosting our own events.
- **Awards** – Manage the awards strategy including writing entry submissions and organising attendance at ceremonies.
- **Website and SEO monitoring and analysis** – Analyse SEO, social and website marketing performance to improve performance and conversion.

## General Capabilities

- **Continuous improvement** – Proactively identify improvements beneficial to the team and be part of the delivery of any initiatives implemented.
- **Customer data excellence** – Understand our data, 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.
- **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 you work within them at all times.
- **Legal and regulatory** – Maintain records in line with current legislation, in particular GDPR, AML and Health and Safety.

## What we are looking for

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 ensure all our customers 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 the company and must be comfortable and confident in this role.

Specifically;

- 2-4 years' experience across a broad range of marketing activities
- Experience using CRM and email marketing platforms such as HubSpot and Mailchimp
- Experience in executing email marketing campaigns
- Content and copywriting experience
- Someone who thrives 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 detail orientated
- Someone who has strong written, verbal and interpersonal skills who's energetic and focused
- Someone who has a strong desire to expand and acquire new skills

## What we offer

- 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
- Support from a coach to help you across a variety of areas including work and home
- 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 properties
- 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).