



# ROLE PROFILE

**Job Title:** Marketing Executive

**Location:** London

**Reports to:** Senior Marketing Manager

**Division / Dept:** Marketing & Communications

## Summary of the Role's Main Purpose

As a key part of the Marketing team this role supports, and occasionally leads, the execution of best-in-class property marketing campaigns that drive new business and long-term growth. This varied role involves enhancing market visibility, supporting asset performance, and maintaining consistent brand messaging across all channels.

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## Principal Accountabilities

### Driving Asset Visibility & Leasing

- Delivering property marketing (e.g. signage, brochures, digital) to attract tenants and support leasing.
- Aligning with leasing and development teams to ensure marketing reflects asset strategy.

### Running Multi-Channel Campaigns

- Supporting planning and delivery of B2B campaigns to boost awareness and engagement.
- Managing timelines and assets to ensure smooth execution.

### Using Insights to Improve Performance

- Tracking performance using analytics tools to inform decisions and optimise activity.
- Reporting on KPIs to guide future campaigns.

### Managing Stakeholders & Partners

- Coordinating with internal teams to align marketing with business goals.
- Working with agencies and suppliers to deliver quality outputs on time.

### Creating and Managing Content

- Producing content (e.g. social, video, email, web) to engage target audiences.
- Keeping digital channels updated and on-brand.



### **Supporting Events & Brand Delivery**

- Helping to plan and deliver events to showcase assets and engage clients.
- Maintaining brand consistency across all materials.

### **Maintaining Marketing Systems**

- Organising databases, assets, and documentation to support efficient delivery.
- Supporting CRM and CMS updates where needed.

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## **Core Areas of Knowledge, Skills & Experience**

### **Essential**

- 2+ years' experience in a B2B marketing role.
- Experience delivering integrated campaigns across digital and traditional channels.
- Strong project management skills with the ability to manage multiple deadlines.
- Strong analytical skills with experience in campaign tracking and optimisation.
- Comfortable using tools like Google Analytics and reporting dashboards to guide decisions.
- Confident working with a wide range of internal stakeholders (e.g. Development, Leasing, Partnerships) and external partners (e.g. agencies, suppliers).
- Exceptional attention to detail and proofreading skills to ensure high-quality outputs.
- Proficient in Microsoft Office.
- Experience using CRM systems (e.g., HubSpot, Salesforce).
- Comfortable working with basic CMS platforms (e.g. WordPress, Squarespace).
- Ability to work under pressure and meet tight deadlines in a fast-paced environment.

### **Desirable**

- Experience in commercial property marketing
- Familiarity with Adobe Creative Suite and / or Canva
- Basic understanding of SEO and paid media
- Awareness and experience of using AI to drive performance
- Event management experience

### **Special Job Requirements**

- Willingness and ability to work outside normal working hours and locations as required (for events)

**Date of completion:** June 2025

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