

# Marketing Executive

<b>Business unit</b>	Marketing and Communications
<b>Reports to</b>	Senior Communications Manager and Principal Director
<b>Location</b>	12 Dorset Street, Marylebone, London

## Role Summary

We are looking for a proactive, creative, and digitally savvy Marketing Executive to join our growing team. This hands-on role covers social media, website management, content creation, internal and external events, and brand execution.

As part of our expanding marketing function, you'll report to the Senior Communications Manager, work closely with the Principal Director and the wider senior leadership team to deliver the Dominus marketing and communications strategy. The focus is to drive awareness, engagement, and reputation across our development business whilst supporting our growth in the Hospitality and PBSA sectors.

Our new marketing executive will leverage our growing brand presence, the profiles of our senior leaders, and position Dominus as a fully integrated real estate developer, owner and operator of hotels and student living schemes.

We believe in investing in our colleagues and promoting from within, with 15% of our team at head office promoted at the end of last year. With strong performance, there is clear scope to progress into a Marketing Manager role within 1–2 years.

## Key Responsibilities

### Social Media and Content

- Lead the development and delivery of an organic social media strategy, initially across LinkedIn and other platforms in time.
- Manage the Dominus posting schedule, coordinating with the Senior Communications Manager to align with Hospitality and PBSA divisions, events, and brand messaging.

- Actively manage community interactions: responding to comments, DMs, tags, and mentions in a timely, brand-aligned voice.
- Assist in building visibility for senior leaders' LinkedIn profiles by creating and scheduling content that broadens reach and strengthens engagement.
- Create high-quality, platform-optimised visual content, working with freelance creators and partners when needed.
- Track competitor activity and platform trends, producing monthly insight reports with recommendations to optimise performance.

### **Digital and Creative Execution**

- Use Canva, Adobe Suite, and other creative tools to produce digital assets.
- Hands-on content creation, including photography and short-form video.
- Build a trusted network of freelance creators to support campaigns and specialist projects.

### **Website and Digital Presence**

- Maintain and update the Dominus website (WordPress experience desirable)
- Ensure all web content is optimised for SEO and reflects brand messaging.
- Support the future launch and development of the Dominus Hospitality website.

### **Brand and Collateral Management**

- Manage branded collateral, including stationery, gifting, and promotional materials.
- Work with the internal team and external graphic design agency to ensure all assets – including site assets (e.g. hoarding) - are consistent with the Dominus brand identity.
- Keep campaign files, approvals, and documentation well organised.

### **Events**

- Work closely with the Senior Communications Manager to deliver a comprehensive events strategy to ensure Dominus is represented at industry events
- Support the planning and delivery of internal and external events, including set-up and on-the-day support
- Coordinate event communications and follow-up activity, including pre-event promotion, on-the-day social coverage, and post-event content and reporting

## **Skills and Experience**

### **Essential**

- 2-5 years' experience in a marketing role with an established track record in social media and content creation.
- Practical experience with LinkedIn and other social platforms.
- Strong digital literacy, including working knowledge of WordPress, Canva, Hootsuite, Sprout or similar.
- Examples of content you have created or campaigns you have contributed to.
- Highly organised, with the ability to manage multiple projects and social calendars.

#### **Desirable**

- Experience with Adobe Creative Suite (Photoshop, Illustrator, Premiere).
- Familiarity with Sprout Social, Hootsuite, or Meta Ads Manager.
- Understanding of SEO and basic paid social campaigns.

#### **Key Attributes**

- Proactive & Curious: Always seeking ways to improve content and digital presence.
- Creative: Brings ideas and energy to brand storytelling.
- Reliable & Organised: Able to juggle multiple priorities with accuracy.
- Adaptable: Comfortable working in a fast-paced, entrepreneurial environment.