

Sales & Marketing Executive, PBSA

Business unit	PBSA
Reports to	Marketing Director - PBSA
Location	12 Dorset Street, Marylebone, London

Role Summary

We are seeking a proactive Sales & Marketing Executive to support leasing success across the Dominus Student portfolio by delivering high-impact, student-focused marketing and sales activity across all channels. Working closely with the Marketing Director and Sales Manager, this role will help build the sales and marketing infrastructure from the ground up by executing campaigns, managing content and digital channels, and ensuring enquiries are handled efficiently to maximise conversion. This is a unique opportunity to help bring a new PBSA brand to life in a highly competitive market, contributing to market-leading ways of working and generating demand across both UK and international student markets.

Key Responsibilities

Campaign Execution & Channel Management

- Deliver always-on and seasonal campaigns across social media, email, website and partner channels to drive enquiries and bookings
- Prepare and manage content calendars aligned to student decision cycles (applications, offers, results, arrivals)
- Coordinate with agencies and freelancers for paid media, creative, photography and video

Content & Brand Storytelling

- Create and localise content showcasing for PBSA developments: room types, amenities, neighbourhood guides, transport links and student life
- Draft copy for landing pages, email journeys, nurture flows, brochures and event materials, ensuring consistency with brand tone of voice
- Support production of floorplan packs, virtual tours, FAQs, digital screen and APP content and move-in guides

Sales Support & Lead Handling

- Triage incoming enquiries via web, email, phone and social ensuring prompt, high-quality responses or assignment to the Sales Manager
- Schedule viewings (virtual and in-person), send confirmations and follow-up communications
- Maintain accurate records of interactions and enquiry status within the CRM

CRM & Marketing Operations

- Maintain data quality in the CRM, ensuring contacts, applications and booking stages are up to date
- Build and execute simple email journeys (eg. Enquiry nature, abandoned booking, pre-arrival series)
- Assist with regular performance reporting (lead volume, channel mix, campaign results)

Events & Partnerships

- Support organisation of launch events, open days, university fairs and agent familiarisation trips
- Coordinate logistics, promotional materials and post-event follow-up

Skills and Experience

- 3+ years in marketing, sales or leasing support role ideally in PBSA, BTR or hospitality
- Comfortable running and tracking multi-channel campaigns, especially social
- Strong writing skills and an eye for visual detail
- Organised, proactive and comfortable juggling multiple campaigns, deadlines and stakeholders
- Confident with CRM and basic analytics (tracking lead sources, campaign performance)
- Customer-centric mindset with excellent interpersonal skills