

JOB DESCRIPTION

JOB TITLE:	Senior Marketing & Communications Executive (Anglophone markets)
REPORTING TO:	Communications Director & Marketing Director
RESPONSIBLE FOR:	Multi-channel content marketing, communications & product curation
LOCATION:	London SW6
SALARY:	Competitive basic salary + Monthly phone allowance
HOURS:	Monday to Friday 9am to 6pm

Since 2003 we at Athena Advisers have enjoyed creating a different kind of international property company, one that challenges the norm and strives to make the process of investing in property worldwide an enjoyable and rewarding process. As a result we now occupy our own unique space in the world of property, design & finance.

Athena Advisers was founded on the idea of building bridges - cultural and communicative bridges - between investors, real estate agents, developers, second home purchasers and the many other entities, which make up this fast-paced and ever-changing sector.

Today we are an international sales network and property investment advisory with six offices across five countries. We provide local property market knowledge on an international scale using the meticulous knowledge of our carefully nurtured network of property advisers. We use this insight to handpick but also design and curate the best possible property investment and second-home opportunities for our diverse range of multinational clients.

Property developers value our insight, investors value our expertise, property agents value our reach and we value the impact we have on people and their life-changing property, investment and lifestyle decisions.

Please visit athenaadvisers.com/our-story and view our recent corporate video to get a glimpse into our world.

Job Specification

We are looking for a talented and ambitious Senior Marketing and Communications Executive to be the flag bearer for our international Anglophone marketing and communications initiatives. With previous experience within a PR, marketing and/or communications position this is a hands-on content-led role for a gifted person with excellent writing, editing and proofing skills. This will be a challenging position that will utilise the full range of marketing and communications channels and as such the successful candidate should want to develop their already established skills in all types of modern marketing and communications, including public relations.

The role reports directly to our Communications Director and Marketing Director. The successful candidate will work with the other members of marketing team to deliver pivotal elements of our B2C and B2B product, marketing and communications strategies, which include international public relations.

Alongside an extremely high level of attention to detail, creative flair is essential throughout the role's writing and idea generating capacities. The candidate will need to work within tight time constraints and manage multiple responsibilities at the same time. You will be part of an enthusiastic, growing team dedicated to excellence in a highly competitive business environment and you will be supported by a strong senior management team, led by the three partners, who together are always open to refreshing and innovative ways of improving the business.

Outside of the day-to-day challenges of our various roles in the business, Athena Advisers encourages all employees to look towards their own personal and professional development. The company currently invests in personal development programmes covering everything from language courses to marketing qualifications. Having the thirst to continuously develop, challenge yourself and improve is essential to the role.

The role is based within our London headquarters in Fulham. The ability to travel periodically is important as we have offices in Paris, Lisbon, Annecy (French Alps), Dublin and Rio de Janeiro, and our range of properties span even more destinations worldwide. Additional languages would be beneficial such as French, Portuguese, Spanish or Mandarin.

Responsibilities

- Champion our international Anglophone product, marketing communications initiatives
- Research, write and edit product sales collateral, cutting edge news articles and all the time ensuring the delivery of key product and corporate messaging
- Support the management of our multiple external marketing and communications providers, largely across the digital and content space
- Support the overall PR strategy by building relationships journalists and research, write and distributing enticing press information
- Produce keyword rich digital content in line with our SEO and content strategy
- Producing world class advertising and e-marketing briefs in line with content guidelines
- Support and manage company and partner-led events worldwide
- Support the Marketing & Communications Directors by creating and updating content guidance documents and training for all content-based functions
- Follow tone of voice guidelines to ensure that the brand personality is reflected consistently through your content
- Ensure all written content meets the established quality requirements set by the Communications Director

Skills & Experience

- Ideally 4-5 years experience in a PR, Marketing or Communications roles (within the property or tourism space would be beneficial but not essential)
- Excellent writing and editing skills (evidence of exceptional content skills and experience is essential)
- Previous Content Management Systems experience essential
- Strong experience of digital marketing: E-marketing, online advertising, paid-for search (PPC)
- Detailed understanding of SEO techniques and the ability to create content which will support the SEO strategy
- A common sense approach to multi-tasking & prioritisation is essential. No two days are the same at Athena Advisers, so you will need to be adaptable.
- Self-editing is a key part of the copywriting process, so you need to be happy to receive feedback, learn from it and edit your own work to reflect that.
- A genuine interest in architecture, lifestyle, travel and cultures, property industry is a definite plus
- Attention to details is essential for this role
- Be a naturally curious information sponge, who loves to read and delve into new topics. You must enjoy independent research, and be able to absorb and process new information quickly
- An additional language would be beneficial: French, Portuguese, Spanish or Mandarin

Qualifications

- Degree qualified or equivalent
- Additional marketing qualifications beneficial (CIM or similar)

Equal Opportunities

Athena Advisers Ltd is an Equal Opportunities employer.

Other

This job description is not intended to be an exhaustive list of duties, but merely to highlight the current main responsibilities of the role. It may be reviewed from time to time in agreement with the post holder and the other members of the post holder's line management team. Athena Advisers Ltd is committed to continuous improvement in managing its staff, including compliance with codes of practice, training for staff, and the monitoring of staff performance.

APPLICATION PROCEDURE

Please email your CV and covering letter to recruitment@athenaadvisers.com