



DIGITAL MARKETING GRADUATE



ABOUT THE ROLE

The Digital Marketing Graduate will be responsible of supporting Redrow's Digital Product management. Working closely with the Digital Product Manager and other members of the Digital Product team they will be responsible for ensuring that the digital properties are performing, the content is up to date and in line with Redrow's Brand guidelines. The Digital Marketing Graduate will be one of the Team's product owners and will become a point of reference for the product, working with the managers on the product development while ensuring it offers the best customer experience across the relevant stages of the customer journey.

Responsible to: Digital Marketing Product Manager

Location: Applicants should be within a commutable distance of the North West

KEY RESPONSIBILITIES

1. DIGITAL CONTENT

- Supporting Redrow's divisions and the Communication & Campaign team with the content implementation on redrow.co.uk
- Supporting the CMS workflows management and being responsible of the QA of the content on Redrow.co.uk and MyRedrow
- Auditing regularly the website, identifying areas of improvement and create adequate reporting to share with the relevant stakeholders



2. DIGITAL PRODUCTS

- Responsible for the management, ongoing improvement and analysis of one of the main web products within the digital team.
- Working with the SEO Lead to ensure the products are performing and audits are driving product technical optimization
- Monitoring regularly competitors and digital champions to propose product innovation based on the latest technologies and trends
- Ensuring redrow.co.uk and MyRedrow are offering the best level of service for each customer in the relevant stage of the journey with Redrow
- Become point of reference and lead the Test & Learn program on Redrow.co.uk and MyRedrow

THE PERSON

What kind of person are we looking for?

- First class or 2:1 degree in a Marketing or Media related degree and strong A-Level results
- Good time management skills and ability to prioritise workload effectively
- Drive and ambition with a positive “can do” attitude and passion for the industry
- Adaptable, curious and analytical with a keenness to learn, improve and progress
- Eager to learn different disciplines across digital marketing
- Great communication skills, able to liaise with different stakeholders
- Ability to work in a team environment
- Good organization skills with attention to details
- Full UK driving license and own/have access to a vehicle for travel to work and sites where required