**Digital Marketing Executive**

The Taylor Wimpey Sales and Marketing Team in the Head office in High Wycombe are looking for a Digital Marketing Executive to join their fantastic team.

This exciting new role has been created to help deliver effective and innovative digital marketing to improve the performance and customer experience on our digital channels. This role will help define digital systems and features that meet our customers’ needs and help set the priority to deliver them

**The Role:**

* Work closely with our creative and media agencies to manage digital marketing channels
* Analyse performance of our digital marketing and provide guidance/best practice updates to our regional marketing teams
* Analyse website performance and provide input on content and functionality updates
* Develop the use of marketing automation and personalisation across digital channels
* Improve the use of data driven marketing
* Support content production for national marketing campaigns
* Present updates to the wider business either via webinar or face to face
* Provide guidance and support to regional marketing teams on the use of the website
* Support the wider team with website testing and training
* Analyse performance of digital marketing throughout the sales funnel
* Produce updates on new/future digital activity which could be of benefit to the business

**The Person:**

* Knowledge and understanding of web and mobile technologies and how they can be applied
* Knowledge of Google Analytics, Google Adwords, Facebook Ads and other popular digital tools
* An understanding of current SEO (keyword, image optimisation, etc.) and SEM best practices
* Previous use or awareness of CRM systems (preferred)
* Content management experience in Sitecore CMS or similar

**The Company:**

Taylor Wimpey is a FTSE 100 business and one of the largest residential developers in the UK, building new homes and communities across England, Scotland and Wales.

Our vision is to become the UK’s leading residential developer for creating value and delivering quality. We build over 10,000 homes each year, from one-bedroom apartments to six-bedroom houses all across the country.

Our people are passionate about the house building industry and about our customers. Culturally we pride ourselves in having a diverse work force with an opportunity to grow a career in a variety of environments. We look to develop our people in the skills and areas they are most interested in so if you are looking to join a thriving company going through an exciting period then please get in touch.

**Internal applicants – Please ensure you inform your Line Manager before applying**