

Job title: **BTR Digital property marketing executive**

Core information

Location: London head office ▾	Lines of business or shared capability area: Build to rent
Reports to: BTR Customer Experience & Marketing Manager	
People Management: No ▾	
Assignment Management: No ▾	
Partnership Level: Partnership level 9 ▾	Manager's Partnership level: Partnership level 6 ▾
Number of direct reports:	Partnership level(s) of direct reports: None ▾

About the John Lewis Partnership

The Partnership is the UK's largest employee-owned business and home to our two well-loved retail brands – John Lewis and Waitrose, as well as expanding into new areas beyond retail.

We aren't an ordinary business, though. The Partnership is different because everyone who works here isn't just an employee. We are Partners, with a shared responsibility for our success, and we share the rewards when we're successful.

Everything we do is powered by our unique Purpose: **Working in Partnership for a happier world.** Our Purpose inspires our principles, drives our decisions and acts as our guide, so that everything we do contributes to Happier People, Happier Business and a Happier World.

Critical purpose of the role

Our Build to rent team has an exciting opportunity for a digital property marketing executive to join them on a fixed term basis. You will be supporting the team to deliver high levels of occupancy at all the BTR sites operated by the John Lewis Partnership.

The role will focus heavily on the updating of our own websites as well as 3rd party websites to include Rightmove. The role includes co-ordinating the on site teams to ensure accurate information, images and prices details are displayed for every advertised property. You will gain training across the websites and the property management system, You will use the property management system to deliver quality assurance checks to assess conversion and performance of leads.

The role will require a keen eye for detail and excellent organisation to ensure accuracy in a fast moving industry. You will be enthusiastic about digital marketing and the part it plays in delivering sales and profit for the business, and have a willingness to learn and develop your knowledge and skills in property leasing.

You will be results focussed, reporting back on relative success of campaigns and thinking about optimisations. The role will involve liaising directly with 3rd party property websites seeking to make the most of paid for non paid for



campaigns and copy. The role will report into the BTR marketing and customer manager, but will have regular contact with both the on site Gen managers as well as the BTR Operations lead.

Primary Outcomes & Accountabilities

Support the planning, optimisation and execution of BTR property marketing on internal websites and 3rd party platforms..

Implement day to day changes on all platforms where BTR properties are advertised, ensuring accuracy and information and detail are to the fore.

Create copy templates for BTR properties to include imagery. Agree when and how these should be deployed..

Seek new ways to test and develop new initiatives that will realise improved performance of property advertising.

Provide BTR ops team with regular performance data for each BTR site's digital property advertising channels.

Continually look to deliver, improve and understand best in class advertising execution. Test and learn to capture early competitive advantage.

Regularly review customer journeys of leads and report on process compliance

Contribute and support continual improvement in team performance of self and others, cultivating a collaborative and motivated team environment. Fostering a positive team culture.

Measures of success

3rd party website analytics, BTR void rates, occupancy levels across all BTR sites

Regular contact with on site GMs to ensure accuracy of data, availability, imagery and prices.

Regular reviews with line manager and on site GMs of on line content on all platforms

Input into regular performance reviews for each BTR site alongside data and commentary

Reviews of competitor marketing materials and website content.

Regularly complete audits on the customer journeys experienced by prospective residents

Skills

Excellent communication and presentation skills.

Comfortable with technology and appetite and ability to learn

Stakeholder management both internal and external

Attention to detail.

Ability to travel to each of the BTR sites on an infrequent basis.



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Qualifications & Experience (where applicable)

Essential

- Demonstrable skill in marketing via relevant degree or work experience
- Experience using third party advertising platforms
- Understanding the importance of reviewing performance data and providing useful insights
- Digitally confident
- Google suite (especially Google Sheets)
- Self-starter

Desirable

- Previous residential lettings experience

Version	Created/updated by	Date
1.0	Chris Hall	20/6/25