



Where students are at home.

**Job Title:** Marketing Manager  
**Reports to:** Marketing Director  
**Working Hours:** 40 hours per week  
**Based:** London (Hybrid)

## ABOUT US

Host Student Housing Ltd is one of the largest providers of student accommodation and now Co-Living in the UK. But more than that, we're a specialist operator, developer and owner.

Having been established over two decades ago, we have extensive knowledge of the sector and a track record of working with universities, global investors and third-party clients – both at home and abroad. We are responsible for the development, operation and management of more than 8,000 student beds in over 30 cities throughout the UK and Europe.

Our purpose at Host is to redefine the student living experience by providing exceptional Purpose-Built Student Accommodation. We are committed to creating vibrant, safe and inclusive communities that foster academic success, personal growth and a sense of belonging for our students.

We are committed to fostering a positive and collaborative work environment where each staff member is valued, equipped with the tools for professional growth and motivated by a shared mission to enhance the overall living experience for our students. Through a culture of continuous improvement, open communication and a strong sense of community, we aim to create a workplace where every team member feels fulfilled, motivated and proud to contribute to the success of our students and the company as a whole.

## PURPOSE OF THE ROLE

We're looking for a confident and experienced marketer ready to step into team leadership and campaign ownership. The Marketing Manager will sit at the heart of our marketing function - translating strategic goals into effective campaigns and initiatives that drive occupancy, build brand equity and support the delivery of exceptional resident experiences.

You'll play a hands-on role in delivering national and local marketing activity across our PBSA and co-living portfolios, while supporting the Marketing Director with insight gathering, reporting and team development. You will also oversee the Marketing Executive(s) and act as a key connector between marketing, commercial and on-site teams. This role is ideal for an experienced manager with an eye for design, who thrives in a fast-paced environment and is adept at 360 marketing, but particularly passionate about digital channels.

## KEY RESPONSIBILITIES (include but are not limited to):

### ***Campaign Ownership & Delivery***

- Develop and deliver integrated marketing campaigns across key channels - including digital, social media, email, print, out-of-home and strategic partnerships - ensuring alignment with occupancy targets, seasonal priorities and overarching brand objectives.
- Own and execute local marketing strategies tailored to individual property needs, collaborating closely with on-site teams and regional management structures to ensure consistent messaging and effective engagement at the ground level.
- Support leasing and retention goals by driving awareness and uptake of tactical promotions, limited-time offers and key sales initiatives, ensuring seamless coordination with the commercial team to optimise impact.
- Manage the full campaign lifecycle, including briefing internal or external creative teams, coordinating asset production, securing approvals and overseeing delivery timelines and budgets.

- Monitor and optimise campaign performance, using data-driven insights and reporting tools to evaluate success against KPIs, refine targeting and messaging and continuously improve ROI across all channels.
- Ensure brand consistency and tone of voice across all campaign touchpoints, championing high standards of creative execution and alignment with our visual identity and audience expectations.
- Continuously test and learn, incorporating A/B testing, audience segmentation and channel performance data to refine approach and drive innovation in campaign delivery.

#### ***Digital & CRM***

- Oversee day-to-day digital activity across paid search, SEO, social advertising and website updates.
- Own CRM campaign delivery in HubSpot - ensuring segmentation, nurture flows and reporting are managed effectively.
- Ensure internal website content and third-party property listings website content remains optimised, accurate and aligned to brand tone.
- Support our always-on approach to website development, monitoring trends and coming up with ideas for new functionality.
- Support the development and delivery of digital content including blog posts, case studies and video assets.

#### ***Team Management & Development***

- Line manage and mentor members of the marketing team as relevant, ensuring delivery against objectives and skill development.
- Coordinate and manage external suppliers including design, print, content creators and digital/media agencies, ensuring quality, timely delivery, and cost-effectiveness across all outsourced activity.
- Embed marketing best practice and process, improving briefing, approvals, planning and reporting frameworks to support smoother delivery and consistent outcomes.

#### ***Brand & Content***

- Support the Marketing Director in evolving brand guidelines and tone of voice.
- Create and review marketing assets and collateral.
- Ensure brand consistency across all platforms.
- Lead the social media strategy across platforms including TikTok, Instagram, Facebook and LinkedIn, with support from the wider Marketing Team.

#### ***Insight, Reporting & Budget Management***

- Monitor and report on campaign performance using Google Analytics, HubSpot and internal dashboards.
- Provide insights and recommendations to the Marketing Director to support strategic decision-making.
- Support budget tracking and contribute to quarterly and annual reporting.
- Stay up to date with competitor activity and student trends to identify new marketing opportunities.
- Work closely with our internal paid team to monitor and optimise performance of Google Ads and paid social campaigns.
- Continuously monitor lettings performance across properties and adapt marketing plans where required to achieve 100% occupancy.

#### ***Stakeholder Engagement***

- Liaise with on-site teams to gather content and deliver relevant local marketing support.
- Represent the marketing team in cross-functional working groups (e.g. sales, operations, estates) to ensure alignment and insight-sharing.
- Confidence reporting to clients where required.
- Attend site visits, open days and marketing events where required.

## **PERSON SPECIFICATION**

### **Essential:**

- 4+ years of marketing experience, with demonstrable campaign ownership across digital and offline channels.
- Strong knowledge of social media platforms, email marketing, paid media and SEO best practices.
- Experience with CRM platforms (HubSpot preferred) and website CMS (WordPress).
- Line management or mentoring experience.
- Creative and full of ideas, with a desire to try new things, experiment and improve campaigns.
- Exceptional copywriting and proofing skills.
- Analytical mindset with the ability to interpret data and optimise campaigns.
- Highly organised with strong attention to detail and the ability to manage multiple projects.
- Comfortable presenting performance updates and recommendations to senior stakeholders.
- Confident working in a fast-paced environment with a high level of autonomy.

### **Desirable:**

- Experience in property, PBSA, co-living, hospitality or youth-focused sectors.
- Familiarity with tools such as Canva, Adobe Creative Suite, Google Ads and Meta Business Suite.
- Understanding of Gen Z marketing behaviours and community-building initiatives.
- Experience supporting B2B marketing activity (e.g. pitch decks, awards submissions, PR).