

Role: Email Marketing Executive

Location: Office-based role at our Head Office, Media City, Manchester

Hours: 9am/9.30am – 5.30pm/6pm Monday to Thursday & 9am/9.30am – 5pm/5.30pm on Fridays

For two decades, Knight Knox has been a leader in providing high-yield buy-to-let investments across assisted living, student accommodation, and residential properties. Our close partnerships with leading property developers allow us to secure high-return investment opportunities.

We're looking for a creative Email Marketing Executive with strong experience in data segmentation and audience targeting. You'll have the ability to craft tailored messaging based on user behaviour and lifecycle stage to effectively engage both new prospects and existing clients.

Using Salesforce and its dedicated email marketing platform, Account Engagement, you'll deliver targeted campaigns that generate leads and improve engagement. The ideal candidate brings solid email marketing experience, a data-driven approach, and a proactive mindset.

You'll work closely with the marketing, content, and sales team to ensure campaigns align with broader business goals and drive results.

Key Responsibilities:

- Develop and execute strategic emails and drip campaigns to drive engagement and generate leads
- Design, maintain, and optimise compelling and mobile-responsive email templates that reflect brand identity and enhance user experience
- Create, manage, and personalise targeted campaigns based on customer behaviour and lifecycle stages
- Build, segment, and optimise email lists and audience databases to improve targeting and deliverability
- Analyse email performance metrics, identify trends, and make data-driven recommendations
- Generate detailed campaign performance reports and provide insights and recommendations to the wider team
- Collaborate with the marketing and sales team to align email campaigns with overall objectives and strategies
- Ensure compliance with email marketing regulations and best practices
- Research and stay updated on email marketing trends, tools, and technologies

What we're looking for:

- Proven experience in email marketing and database segmentation with a portfolio of successful campaigns
- Experience with Pardot/Salesforce is highly desirable
- Strong analytical skills and experience with email performance metrics and reporting
- Excellent written and verbal communication skills, with the ability to craft compelling email content
- Detail-oriented with strong organisational skills
- Creative mindset with a strategic approach to problem-solving and campaign optimisation

- Previous experience in the investment or real estate sector is beneficial but not essential

Benefits of joining Knight Knox:

- Flexible start and finish times.
- Outstanding performance is recognised and rewarded in various forms throughout the year, such as bonuses and regular social events.
- Comprehensive private medical care after 1 year of service.
- Company pension scheme.
- Be part of a friendly and sociable team that benefits from multiple social events throughout the year.
- Training and real support are provided to help you reach your potential.

Please submit your **Portfolio** and **CV** to careers@knightknox.com to apply.