

Marketing & Content Executive

July 2026

Northern Group is a Manchester based property business specialising in development, lettings, property management, sales and workspace, with over two decades of experience.

We are looking for a creative, organised and proactive Marketing & Content Executive to join our marketing team, working closely with the Marketing Manager and Manager supporting projects across Northern Group.

This is an exciting opportunity for someone who enjoys content creation, digital marketing, community engagement and brand building.

What will you be doing?

- Creating engaging content across digital channels including social media, websites, email marketing to support Northern Group's brand, properties, developments, communities, and wider marketing objectives.
- Designing graphics, presentations and marketing materials using Canva and Adobe Creative Suite.
- Plan, schedule and maintain social media content calendars, monitor channel performance, engage with audiences, and report on content performance, audience insights and emerging trends to inform future marketing activity.
- Writing blogs, website copy and supporting with all written content, with a focus on SEO, audience engagement, brand awareness and wider business goals.
- Creating email marketing campaigns through Mailchimp, including email design and content, database segmentation, customer communications, and campaign reporting.
- Support with monitoring website & campaign performance, analyse user behaviour, conversion rates through Google Analytics, and contribute ideas for actionable insight.
- Support with the development and delivery of paid social advertising campaigns across Meta and LinkedIn, monitoring performance and optimising campaigns to maximise return on investment.
- Contribute ideas for marketing campaigns and content that support business objectives and audience growth.
- Gather supplier quotes, invoices, and project cost information to assist marketing campaigns.
- Support resident engagement initiatives, including giveaways and community campaigns, building relationships with local businesses, commercial tenants and community partners to deliver collaborations, promotions and enhance the customer experience.
- Capturing photography and content across our developments, workspaces, commercial spaces, property listings and company events.
- Enhance Northern Group's online presence across search engines and AI platforms by delivering SEO best practices, high quality content, partnerships and marketing initiatives.
- Assisting with wider marketing campaigns, reporting, award submissions and projects across the business.

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What are we looking for?

- Ideally at least 1 to 2 years' experience in a marketing, content or social media role.
- Degree level qualification in Marketing or a related subject (preferred but not essential).
- Experience creating and distributing email campaigns.
- Experience creating content for social media platforms, particularly Instagram, TikTok, LinkedIn and YouTube.
- Experience using Google Analytics to monitor website & campaign performance, conversion rates, and analyse user behaviour.
- Knowledge and experience of paid social advertising such as Meta and LinkedIn.
- Strong copywriting skills with an understanding of content marketing, SEO and LLM's.
- Experience using Canva and/or Adobe Creative Cloud.
- Basic video editing and photography skills.
- Excellent organisation and time management skills with the ability to manage multiple projects simultaneously.
- Strong communication skills and confidence working with colleagues, customers, suppliers and local businesses.
- A positive, proactive and collaborative approach, with a passion for marketing.
- An interest in property, placemaking, hospitality, lifestyle brands and Manchester's neighbourhoods.

What can you expect?

- A varied and creative role within one of Manchester's most established property businesses.
- Opportunity to shape content, campaigns and community initiatives.
- A dynamic and collaborative marketing team.
- Head office based in Ancoats, with opportunities to work across our developments, workspaces and commercial properties throughout Manchester.
- Weekly events, monthly socials and annual company trips.
- Discounts with local businesses across Manchester.
- 25 days holiday plus bank holidays, increasing with length of service.
- Monday to Friday, 8:30am to 5:00pm.
- Starting Salary of £27,000 per annum plus £2,600 bonus per annum based on KPI.
- Ongoing training and personal development opportunities.
- The opportunity to grow your career within a fast paced and entrepreneurial business.