

# Product marketing coordinator (full-time)

Job  
specification



# Introducing Dot Dot Dot Property

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Founded in 2011, Dot Dot Dot is a social enterprise that turns properties which would otherwise stand empty into inexpensive homes.

Owners benefit from cost-effective property protection. Residents - known as property guardians - gain access to inexpensive housing, and local communities are strengthened by having conscientious, engaged neighbours.

Because social impact is at the heart of what we do, everyone we house commits to volunteering their time for good causes each month. Since 2011, we've housed over 2,000 people and supported them to contribute tens of thousands of hours to a wide variety of charities and community projects.

Collectively, their time has been worth £7.6 million - the equivalent of one person working full-time for more than 308 years.



Guardians in Queen's Park

# Introducing Dot Dot Dot Property

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## Who we work with - and who we house

We work with local councils, housing associations, charities, and trusts, giving them confidence that their buildings are safe, well cared for, and put to good use while awaiting regeneration or sale.

Current and previous areas where our property viewing assistants show applicants around include:

- Poplar, east London
- Kilburn/Queen's Park, in Brent
- Ham Close, in Richmond
- Oxford and Cambridge
- High Wycombe, Buckinghamshire

We've housed designers, teachers, cleaners, librarians, support workers, engineers, midwives and zookeepers. There are many reasons why someone may want to become a property guardian with Dot Dot Dot. Some are looking to make a career change, or save up for a mortgage. Others want to make new friends and connections, or discover a new area.



Sam (above) is housed in Poplar, and Gbolahan (below) in Ham



# Overview of the role

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## Product marketing coordinator

This role is critical in ensuring Dot Dot Dot's property offer meets market demand, business needs, and our social mission.

You will manage key parts of the property product lifecycle – from defining value propositions and preparing properties for launch, through to marketing, viewings, and quality control. Working closely with Marketing and Services teams, you'll help ensure our properties are well-positioned, well-presented, and successfully filled.

This is a varied, hands-on role combining strategic thinking with operational delivery, and desk-based work with regular visits to properties. You'll be supported in role by our senior marketing coordinator and head of marketing and business development.

This is a great opportunity to work for an exciting social enterprise in communities across London and the UK.



# Product marketing coordinator: the detail

# The fundamentals of this role

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## Marketing and sales enablement

- Develop property messaging, value propositions, and supporting materials.
- Ensure each property has strong visual assets, including photography, video, and written content.
- Create and maintain property information sheets for internal and external use.
- Coordinate property-related communications, including Mailchimp viewing emails and location-based social media content.
- Work with the Marketing team to deliver campaigns, promotions, and go-to-market activity.

## Viewings organisation and coordination

- Plan, schedule, and continuously improve the property viewings process.
- Supervise and support a small team of property viewing assistants (PVAs), including training, quality oversight, and timesheet approval.
- Ensure PVAs have accurate, up-to-date product information, sales guidance, and customer engagement support.
- Occasionally attend viewings to assess quality and gather feedback.

## Go-to-market planning and execution

- Visit properties to understand condition, local context, and customer appeal.
- Support property launch planning, including pricing, audience targeting, and marketing tactics.
- Coordinate with Marketing to implement campaigns that attract high-quality guardians.
- Track and report on the performance of property launches and viewings.
- Work cross-functionally to ensure alignment between product, marketing, and service standards.

# The fundamentals of this role

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## Product vision and positioning

- Support the definition and development of clear, compelling property value propositions.
- Ensure property products align with business objectives, customer needs, and market trends.
- Work with Marketing and Services to connect operational quality with external positioning.

## Market and customer insight

- Research market needs, pricing, locations, and competitor activity.
- Develop and refine guardian personas to support effective targeting and communication.
- Share insights across the business to inform marketing, sales, and product decisions.
- Handle applicant information responsibly, ensuring personal data is recorded, stored and shared in line with GDPR requirements and Dot Dot Dot's data protection policies.

## Product lifecycle management

- Liaise with Services during property setup to ensure standards and product features are embedded from the outset.
- Oversee the property journey from setup through launch and occupation.
- Ensure properties are ready for viewings and occupancy through clear coordination and communication.

# Remuneration, location and hours

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## Salary:

£34,000 - £39,000 pa

## Contract and hours:

This is a permanent role.

Our standard working week is 40 hours, which includes one hour's paid lunch break each day. Staff have flexible working hours wherever possible.

## Location:

You'll work from our office in the Olympic Park near Stratford (E15 2PJ), and also from home. We expect the person in this role to be in the office on Wednesdays and Thursdays. Regular travel to properties will be required.

## Annual leave

25 days annual leave, plus bank holidays.

## Want to know about career progression at Dot Dot Dot?

Read on...



Our office near Stratford, east London

# Career progression and learning opportunities

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We want people in this role to learn and develop, and to feel supported in their work. We value the contribution of everyone who works with us and welcome feedback, ideas and curiosity across the organisation.

This includes invitations to discover our work at quarterly away days, and access to a range of training opportunities such as Excel skills, Mental Health First Aid Training, and First Aid at Work. Everyone at Dot Dot Dot completes Insights Discovery, a psychometric tool that helps you learn more about your behaviours and preferences at work.

We run appraisals twice a year, supported by a personal development plan that helps you reflect on progress, set goals, and identify learning priorities. To make progression clear and transparent, we set out defined competencies for each role level so you can understand what's expected and how to move to the next stage in your career.

Previous Dot Dot Dot colleagues have moved on to roles at Sainsbury's Nectar, Habitat for Humanity, PVH Corp and Share Community.



# Who we're looking for

# About you

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You're likely to be able to demonstrate experience of, or aptitude for, much of the following:

- Interest in our mission and values as an organisation.
- Confidence in and enthusiasm for meeting people, with good interpersonal skills and a friendly, professional manner.
- Resourceful and proactive approach - the product marketing coordinator will experience new places, people and challenges and the ability to find practical solutions or seek out advice is critical.
- Organisation and good attention to detail - someone who prepares in advance for tasks and ensures that every detail is properly addressed.
- Ability to prioritise workload and efficiently manage diary in order to achieve results and meet deadlines.
- Responsibility and trustworthiness - able to take responsibility for the safety and security of people and buildings.
- Ability to translate operational detail into clear, compelling customer-facing messaging.

You'll have the opportunity to deepen your skills in:

- IT literacy - you should be willing to learn how to use our CRM, Salesforce, as well as Slack, Google Workspace and other digital platforms.
- Public speaking - learn how to confidently communicate our mission, values and standards internally.
- Professional development and self-awareness, supported by access to training such as customer service, brand and behavioural tools.
- Understanding property guardianship, including how it works in practice, how to explain it clearly, and how to respond to common questions or queries from applicants.

# Who are our marketing team?

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Our marketing team come to us with a range of different skill-sets and experiences.

Flora has been with Dot Dot Dot for three and a half years, joining initially as a marketing assistant. Since then, she has progressed to senior marketing coordinator.

As part of that journey, Dot Dot Dot funded a professional marketing qualification, further strengthening her expertise and supporting her career progression.

Alongside her role, Flora is also studying for a Master's in Psychology, making the most of Dot Dot Dot's flexible working patterns to balance her academic and professional ambitions.



***"Dot Dot Dot is a great place to work. They care about your professional development and wellbeing."***

Flora Fitzpatrick, senior marketing coordinator



***"Being at Dot Dot Dot has allowed me to build on leadership skills through training and project development."***

Nikita Adams, senior applications coordinator

After a career change, Nikita joined Dot Dot Dot just under three years ago. She is our senior applications coordinator, and works to support applicants to become housed with us.

As part of her role, Nikita has led on several projects including a our 2025-26 Social Impact and Volunteering review, and our new guardian customer journey.

Nikita loves spending time outdoors and enjoys hiking. She has dabbled in thru-hiking, spending one month solo walking 500km from Kirk Yetholm to Fort Augustus in Scotland.

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Preye joined Dot Dot Dot as a property viewings assistant just after graduating, balancing the role alongside her internships. It gave her invaluable insight into how guardianship works and the chance to meet a wide range of applicants.

From the start, Dot Dot Dot invested in her development, providing key training that was essential to her growth within the organisation.

Preye has since moved into a full-time role as an applications assistant, where she now supports applicants through the process from viewings to move-in.



***"Dot Dot Dot invested in my growth through practical training which then paved the way for my internal career advancement."***

**Preye Zuofa**, applications assistant



***"Being at Dot Dot Dot has given me first-hand experience of how the housing sector really functions, enriching my studies greatly."***

**Alice Brasher**, property viewing assistant

Alice is currently studying BSc Science and Engineering for Social Change at University College London (UCL).

She is also an academic researcher for SHIFT, supporting research projects focused on environmental and infrastructure challenges, and has previously worked as a finance officer at Lakeland, where she helped manage supplier accounts.

Alice has been a 'Cyber-First' scholar for a GCHQ Cyber Security program, loves being part of a debate team, and has demonstrated her passion for getting girls into STEM by running a set of workshops.

# Discover Dot Dot Dot

# Our purpose and values

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## Our purpose and values

### Why do we do what we do?

We exist to improve lives in a housing crisis.

### How do we do it?

We do this by delivering practical solutions that are low-cost, good quality and socially positive.

### What do we do?

We turn empty buildings into inexpensive housing for people who want to do good.

We work with housing organisations to unlock the potential of their buildings and resources.

### Our values:

- Make it happen
- Do excellent work together
- Start with people



Some of the team at our quarterly company away day

# What's it like to work at Dot Dot Dot?

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## Our working culture

As a social enterprise, Dot Dot Dot is committed to being a good employer. We care about supporting a healthy work-life balance and creating a positive, inclusive working culture.

We're open and collaborative in how we work, and we take pride in doing things carefully and well. At the same time, we value having the time and energy for life outside work. We believe people do their best work when they feel supported, trusted and part of a team.

We actively encourage applications from people with a wide range of backgrounds and experiences. We know that inclusive teams bring different perspectives and make our work stronger.



## Benefits

- Flexible working hours
- If you're interested in becoming a property guardian yourself, we offer a discount on monthly fees to employees.
- Access to training opportunities such as Excel/Google Sheets, First Aid, Mental Health First Aider, plus workshops run by [Performance Catalyst](#).
- An opportunity to take a psychometric test and gain a [Insights Discovery](#) behavioural profile.
- Discounts on annual memberships e.g. Tate Modern and Picturehouse Cinemas
- Monthly company breakfasts at head office
- Cycle to Work Scheme
- Enhanced maternity, paternity, adoption and parental leave

# How to apply

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Please apply via the online recruitment platform, Applied. The closing date for applications is 23:59 on Tuesday 7 April 2026.

We use Applied's recruitment platform to select the best candidates based on talent and skill and to avoid unconscious bias in our selection processes.

The first stage of the selection process is to answer the work sample questions on the Applied platform. Your answers will be reviewed anonymously by our hiring team – please note they will not see your CV at this stage so answer the questions in a way which will make sense without your CV.

Shortlisted candidates will be invited to participate in an interview at our office in Stratford, E15. These will be scheduled between 14 and 15 April 2026.

The successful candidate will be offered the role subject to satisfactory references and employment checks.

If you have questions about the role, please email senior marketing coordinator Flora Fitzpatrick at [flora.fitzpatrick@dotdotdotproperty.com](mailto:flora.fitzpatrick@dotdotdotproperty.com)

