

JOB DESCRIPTION			
Title	Marketing Executive	Reports to	Director of Solutions
Location	Milton Keynes, Bucks	Department	Solutions
Job Purpose	<p>This is a great opportunity for someone with a good grounding in marketing principles to develop, absorb and become well versed in all aspects of marketing management. Key to this role is the ability to work on multiple projects at any one time, to help deliver powerful marketing campaigns and collateral across multiple sectors and be able to monitor and maximise the impact of key campaigns.</p> <p>Most of all, we want someone who is hungry and passionate, gets things done, but with a good eye for detail; someone who will readily engage with the wider business and get stuck in to ensure we deliver great campaigns that achieve their objectives. The key activities we expect in this role include:</p> <ul style="list-style-type: none"> • Creating and coordinating strategic campaign activities • Content writing & proof-reading copy • Liaising with agencies and contractors to deliver marketing collateral • Developing new messaging for new and existing markets • Organising events and following up through reporting • Providing in-house graphic design capabilities • Supporting our inbound e-marketing activity • Management of the database of contacts • Measuring/reporting on campaign effectiveness • Management of website content and our social media platforms • Other duties required by management 		
Skills	Characteristics		
<ul style="list-style-type: none"> • Strong MS Office skills including Excel, Word, PowerPoint and Outlook • Graphic design capabilities in software such as InDesign and Photoshop • A confident and natural communicator, with excellent verbal and written English • Passionate about marketing and a hunger to increase and share knowledge • First-rate self organisation, self motivation and time management • Able to work well under pressure and meet tight deadlines • A passion for excellence with a meticulous approach to detail and quality • Innovative and creative, with a concise, precise and effective approach to problem solving • Ability to develop, deliver and evaluate brilliant ideas founded on rock-solid strategic thinking 	<ul style="list-style-type: none"> • Results driven and determined • Self-disciplined • Proactive and able to take the initiative • Outgoing lively character • Strong relationship builder • Customer experience focused • Fast learner with an interest in technology • Likes to work in a fast-paced environment • Able to work independently or as part of a team • Flexible approach to work and a readiness to support others • Well presented with a professional manner • Willingness to travel in the UK and overseas as required 		
Qualifications & Experience			
<p>Essential</p> <ul style="list-style-type: none"> • 3+ years experience in a marketing role • A passion for emerging platforms and a full and broad knowledge of effective inbound marketing strategies and techniques • Excellent content creation skills with a natural ability to understand technology-led solutions and write about them in laymen's terms, extolling the features, benefits and ROI advantages of solutions • An excellent understanding of analytics tools and how we can evaluate campaign effectiveness and monitor lead generation/conversion • An understanding of social media platforms including LinkedIn, Twitter, Facebook and Google+ • Personal experience of achieving better-than-expected results (lead generation/ROI/rankings/traffic/conversions) across several campaigns 			

- A proven ability to interpret large amounts of information, news, data and research quickly – and distil the most important/relevant information for intelligent strategic development
- Highly numerate and literate, with the ability to produce top quality written reports
- Full UK driving licence

Highly Desirable

- Experience with Adobe Creative Suite
- Experience of B2B marketing in the technology sector
- Experience of using Salesforce or other CRM systems
- Experience of marketing automation platforms
- Educated to degree level (business or technology related degree or equivalent professional qualification)
- Blogging experience
- A vocational marketing qualification (e.g. IDM / CIM)

Circumstances of the Job

The role enjoys a competitive basic salary and phone allowance. In addition, the company offers a contributory pension scheme (after the qualifying period) and 25 days annual leave (+8 days bank holiday).

The post holder will be based at our Milton Keynes office. A clean driving licence is highly desirable, as there will be a requirement to travel to parts of the UK. Overnight stays away from home may also be necessary on occasions and overseas travel may be required from time to time to attend international exhibitions or visiting partners.