

Marketing Executive

Job Description

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AUTHOR

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# About the Company

Optimising IT is a B Corp Certified, cyber-focused MSP that provides managed IT services and consultancy, enabling businesses to harness the full benefits of technology to work in efficient and collaborative ways. We focus on Cloud technologies across multiple vendors, networking and digital transformation, wrapped in a world-leading service approach.

Optimising IT offers a friendly, professional, and dedicated working environment where open learning, collaboration, feedback and support are encouraged. Working at Optimising IT is an ideal opportunity for anyone seeking to further their career and gain experience in a dynamic environment with other like-minded professionals. We believe in rewarding hard work and loyalty, and this is reflected in our benefits package.

At Optimising IT, our staff are our biggest asset and make us the success that we are. We welcome people from all backgrounds and believe that diversity stimulates innovation and supports our growth. We recruit, promote and reward our people based on their contribution, regardless of gender, race, disability, religion/beliefs, nationality, ethnicity, sexual orientation, age or marital status.

# Purpose of the Role

The Marketing Executive is responsible for the roll out of the marketing plan and strategy, building the profile and generating new business opportunities for Optimising IT. It is expected that the post holder will bring their experience to the role and positively influence the Marketing and Sales approach.

The role holder will support the transition of Optimising IT being the best-kept secret in Gloucestershire, to the best-known and respected IT Company. Responsibilities

# Role responsibilities

* Work with the wider marketing team to develop our profile and engagement with target customers in line with agreed marketing campaigns.
* Work closely with any outsourced marketing and PR support agencies.
* Creating and posting social media posts and blog posts on the company’s website and social media pages.
* Where required providing direct support with sales activities and event management.
* Support the internal communications around initiatives to ensure awareness and development within the business.
* Support business development with specific customer targeting campaigns.
* Acting as an ‘ambassador’ of the Optimising IT demonstrating knowledge of our business and gaining insight and understanding of customers’ businesses.
* Supporting the implementation of the strategy linking with all teams across the business where relevant commercial opportunities are apparent to avoid ‘silo’ activities.
* Collaborating with business development, account management and service delivery functions in developing contacts and opportunities with existing customers to extend existing engagement.
* Record monthly performance for agreed marketing channels and activities.
* Ensure consistency and compliance with brand guidelines across all channels and activities.

# Skills and Qualifications

* A good understanding and execution of marketing and business development.
* Excellent communication skills, both written and verbal.
* Some experience with digital marketing platforms, including web, social media, CRM and automation.
* Some experience of copywriting, editing and proofreading.
* Strong interpersonal skills.
* A creative problem solver and thinker.
* A confident working knowledge of Word/PowerPoint.
* Be detail oriented, have excellent administrative skills and the ability to prioritise.

# Salary and Benefits

* 40 hours per week, Monday to Friday 08:30 – 17:30.
* Salary £25,000 - £30,000 dependent on skills and experience.
* Leave starting at 23 days, plus your birthday and public holidays, rising with the length of service.
* A full list of our benefits can be found at <https://optimisingit.co.uk/careers/>

# Special Conditions

* The location of the role will be flexible, with time split between working from home and in the office.
* Some evening and weekend working may be required.