

Marketing Manager (New Product)

Location: Newbury, Berkshire

Reporting to: CEO, CTO and wider board

Background

We have been hard at work developing a best-in-class software product that we are now getting market-ready. It has researched superbly well and we know it will help revolutionise how small/medium sized businesses get the day-to-day done. We now need someone to come with us on that journey, and help us tell that story.

The work will be challenging and fast paced. You will need to be a self-starter and confident interfacing to colleagues, partners and suppliers in order to get things done. To fit well into the environment, you will be an energetic individual who is used to consistently delivering quality work under pressure

Key Accountabilities

We have made a great start with the marketing strategy, research and brand development, so we now need to enhance it and make it work brilliantly, including:

- Creation and management of marketing assets such as literature, exhibition materials, advertising, digital materials
- Developing and implementing our digital marketing strategy including display and native advertising, paid and earned social, and overall management of social media accounts and outreach
- Taking ownership of our product website, and maximising the conversion of sales through a continual test and learn approach
- Creating content that will drive interest and quality traffic to the site including copy for blogs, social posts, articles and newsletters
- Measuring and monitoring the performance across all our marketing activities so we can amplify what's working and turn off what's not

Other Duties

- Flexibility is key and our initial project team is small and focussed so we may need you to support the senior management team in delivering other activities as required
- Support of PR activities
- Support of internal communications, events and documents
- Ownership of marketing meetings, timings plans and reporting

Knowledge and Experience

- BA or equivalent in Business studies, marketing or relevant degree
- 4 or more years' experience in a business to business marketing environment including creating and delivering inbound through digital channels, ideally in software or technology markets
- An understanding of how small companies operate and how to maximise use of resources within this type of environment
- You will be expected to be extremely proficient with technology and familiar with social media platforms. Web development, creative design or creative writing skills would be a benefit
- Be commercially aware and results driven
- Have a natural flair with spoken and written communication
- Love interacting with people
- Be well organised and able to work to a very simple brief, using your own resourcefulness to get the information you need
- Able to work against deadlines under pressure and deliver quality results
- Have an eye for how things are presented visually
- You will have strong communication and listening skills and the ability to build good relationships with the internal team and customers. You should have a positive outlook and a can-do approach

Please apply in writing with a covering letter and your CV to carly.parker@eshare.net

Closing date for applications: Wednesday 22nd November 2017