

## Marketing Executive – Enterprise Supply Chain SaaS

Sectors: IT/Software/SaaS, Marketing/Advertising/PR

Location: London, UK

Salary: £32,000 - £38,000 per annum + Benefits Package + Flexible working with home-based working

### Description:

**\*\*Career Opportunity Role\*\***. As part of our continued growth, we have a requirement for a Marketing Executive based at our London office. This is a great opportunity for someone with a good foundation in B2B or B2C marketing to join a small team in a fast-growing business.

A broad knowledge of multiple marketing disciplines in any industry is a must. You will support the VP of Marketing to deliver and implement several marketing activities across the full range of marketing disciplines. Realistic opportunities to grow and further develop your professional interests.

### Who we are:

After more than 25 years of successful operation, we have focused decades of know-how on pioneering flexible proprietary technology with one aim: to help our clients simplify, optimise and energise their Supply Chain. We run and maintain the Scottish Government's supply chain software service which automates the processing of purchase orders through to the payment of invoices covering £7bn+ per annum of Scottish Government spend. We also provide eProcurement, eInventory, eHealth and eFunding solutions for many NHS Trusts and other clients around the world.

### What You'll be Doing:

- Assist with the administration and management of projects/campaigns.
- Execution of Lead Generation, Nurturing and Customer Retention campaigns.
- Creation of multichannel digital campaigns across paid, earned and owned.
- Run lead generation campaigns in LinkedIn Campaign Manager, Google Ad Manager and Twitter.
- Organic content creation, delivery, and amplification across social channels.
- Support the VP of Marketing creating or sourcing bespoke lead magnets such as white papers, case studies, landing pages, blogs, and social content by industry, personas, and industry topics.
- Social relationship management and audience building.
- Drive social (LinkedIn/Twitter) engagement with external contacts.
- Audience selections and segmentation.

#### About You:

- Higher education degree
- 2-3 years of relevant marketing experience.
- Digital Marketing experience producing content. Hands-on experience on Emailing Marketing.
- Strong knowledge of marketing tools: emailing, social management (and paid advertising).
- Knowledge of WordPress, CSS, Illustrator, InDesign, and/or Paid Social Ad Manager Tools is a plus!
- Interest in Marketing Automations and Workflows to support campaign performance.
- Multi-tasking skills to execute numerous and diverse campaigns at once.
- Highly organised with the ability to plan own workload and prioritise.
- Fluency in English, written and oral. Strong writing and communications skills.
- The right resource for this role will need to be a motivated self-starter and have the ability to plan and direct activities under limited to moderate management supervision.
- The position requires the ability to learn and acquire expertise on the market and company solutions – often requiring self-training and teaching.

#### Benefits:

- Competitive Salary
- Training and mentoring from experts in the fields of Procurement, Marketing and Technology
- Company Performance Bonus Scheme
- Opportunity for career progression
- Contributory pension scheme
- Flexible working with home-based working.

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