

# Marketing Manager



**Location:** Coventry, West Midlands, CV1 4JU

**Salary:** £24,000 - £36,000 + benefits.

**Contract:** Full-time, permanent.

## About Us:

Due to growth in the business and to accelerate new product development, Syscomm are looking for a first-rate Marketing Manager to join our expanding team and promote the business in return for exceptional career growth and opportunities.

As a Cloud, Internet and IT Services Provider, Syscomm offer a broad range of innovative IT solutions from our own network with support coming from our modern office environment in Coventry. By blending Cloud, Security, Voice and Internet, Syscomm deliver truly end-to-end IT solutions into Public, Private and Reseller markets.

This is a new role that would suit an ambitious and self-motivated person looking for an exciting challenge within a fast growth company, developing and owning the marketing strategy and lead generation to drive the company to the next level.

## The role:

The successful candidate will be primarily responsible for:

- Strategic Marketing techniques to refine our value proposition, develop our solutions, market positioning and messaging
- Develop enticing copy and digital content for the website, blogs, case studies, sales materials and graphics/infographics
- Attract traffic into the website through new content, SEO and PPC, optimising the customer journey and conversion rate
- The creation and management of impactful digital and traditional marketing campaigns
- The organisation and promotion of company events
- Driving Sales and Marketing efficiency through process automation
- Preparing Customer facing PR, case studies, market research and internal reports
- Develop data-driven analytics to guide sales and marketing decision-making
- Account based marketing, with broader lead-generation, prospecting and qualification.

## About you:

You will be a talented and experienced Marketing professional with a natural comprehension of business IT technologies, terminology and benefits. You will be a strategy leader and technology evangelist both within the company and in front of external parties, able to redefine complex technology into excellent content consistent with the Syscomm brand, and Customer persona.

The role would suit a multi-discipline Marketing Executive; a talented wordsmith with a track record in impactful content development, and seeking an opportunity to design and implement a strategic and holistic marketing model from the top-down.

The ideal candidate would ideally bring experience from a similar technical marketing role, and self-driven enthusiasm and a determination to succeed in a competitive and complex market is essential.

**Essential skills required:**

- A track record of delivering effective B2B marketing activity
- An excellent communicator and wordsmith, able to make complex topics accessible
- Able to work alongside the sales team to deliver effective integrated campaigns
- Personable, confident and well-presented team player, able to present themselves as a brand and technology evangelist.
- Proficient in the use of creative and technical marketing tools to deliver, distribute and analyse content
- Full UK driving license
- Organised self-starter, able to plan and prioritise your own workload and keep to deadlines
- An enthusiasm for IT, and a keenness to understand and stay current with new technologies.

**What you will get in return:**

The company offers a varied and dynamic role with fantastic opportunities to gain experience with a wide range of innovative and cutting-edge technologies. Syscomm host regular social occasions, and has a culture in which doors are left open for all staff to grow and excel within the company.

You must be eligible to work in the UK.

**If you feel that you have the skills and experience to be successful in this role, then apply today!**

**NO AGENCIES PLEASE**

**For more info, please visit:** <http://www.syscomm.co.uk/about/careers/>

**Keywords:** Marketing Executive, Marketing Manager, Marketing Analyst, Content Marketing, Email Marketing, Product Marketing, SEO, PPC, Adobe, Graphic Design

**Strictly NO agencies please.**

**Screening Questions**

Do you have a valid driving license?

Are there any reasons why you would not have the right to work in the UK?

Are you available to start within 1 month of being offered a position?

Do you have at least 3 years of relevant experience?