



Head of Marketing

Idox Group
Office or Home based

About the role

Idox (<https://www.idoxgroup.com/about-us>) is a trusted supplier of specialist software, services and content to a diverse customer base (UK and international), with a particular expertise in delivering customised solutions to the Public Sector. We support our customers in digital transformation, in managing content and collaboration, and in the evolution of smart information solutions. Idox solutions reduce costs for our customers, streamline services, improve public access and allow for innovation.

We wish to appoint a **Group Head of Marketing** with a digital focus, to take charge of our marketing portfolio and drive initiatives aimed at winning, retaining and growing customer accounts, aligned with business goals. Idox is looking for a marketeer who will develop and lead on a cohesive communications programme, informing our customers, employees and shareholders, about our brand, products, services and successes. In particular, we want to focus on our core marketing messages, and through clarity, make our marketing activities more effective, enhancing the positioning and success of Idox's organisation and business streams.

The post holder will develop and implement a brand strategy, and lead our team of marketing professionals to deliver all corporate messaging clearly and succinctly, to clear goals. You will be a key voice and face throughout the organisation and your work will engage our customers. You will be empowered to make changes and improve our Marketing practices, driving growth for our business. You will work closely with our Executive team, providing commentary on advancements and demonstrating a return on investment, bringing value through our Marketing strategy and planned budget.

To apply, you should be ready to take on a Group-wide role, able to champion and measure the success of our Marketing function, and should already have completed successful campaigns addressing clients in Government and the Public Sector, Not for Profit, and Corporate business.

Responsibilities:

The Group Head of Marketing will lead the team in a broad range of activities, including:

- Development and implementation of the marketing strategy for Idox Group as a whole
- Promotion and development of Idox Group's product positioning, image and reputation
- Engagement with internal and external stakeholders, ensuring that the business communicates in a consistent, professional and prompt fashion
- Budgetary responsibility - evidence that the business receives clear value for money on its investment.

As Group Head of Marketing, you'll need to bring:

- Credentials which equate to a full marketing function, including strategic marketing, market intelligence and marketing communications
- The ability to steer market strategy to drive product, market and revenue growth - by segment and by geography, all aligned to agreed Sales strategy and tactics
- Ability to present complex information succinctly using a wide range of tools and techniques
- Commercial experience, well-versed in the latest business models and industry trends, with the associated challenges and opportunities that competition dictates

- To understand technology, and be able to use marketing techniques to respond to advances in software and solutions, and potential disruptors
- Business partnering skills, to develop and deliver an effective and timely marketing programme
- Leadership skills, ability to lead a team to improved individual and collective performance
- Adaptability to change.

Additional desirable qualities:

- Understanding and/or experience of dox customer base and product suite
- Experience in marketing a range of products, services, software, solution and consulting/ advisory propositions
- Proven understanding of high performance marketing; measures of return on investment
- Excellent social and presentation skills.

About Idox plc

Idox is the leading applications provider to UK local government for core functions relating to land, people and property, such as its market leading planning systems and election management software. Over 90% of UK local authorities are now customers. Idox provides public sector organisations with tools to manage information and knowledge, documents, content, business processes and workflow as well as connecting directly with the citizen via the web, and providing elections management solutions. It also supplies in the UK and internationally, decision support content such as grants and planning policy information and corporates compliance services. Idox delivers engineering document control, project collaboration and facility management applications to many leading companies in industries such as oil & gas, architecture and construction, mining, utilities, pharmaceuticals and transportation in North America and around the world.

The Group employs c.640 staff located in the UK and worldwide, including Asia, Europe and North America. Travel will be required, as necessary.

The Benefits

This post commands a competitive salary depending upon experience, along with an excellent benefits package.

How to apply

Applicants should submit a CV, and a short cover letter (*maximum 500 words - including salary expectation, and current remuneration*) explaining why they feel they would be suited to this role to Join.Us@idoxgroup.com.

Please note successful applicants will need to satisfy the BPSS guidelines (Baseline Personnel Security Standards) which consist of the receipt of satisfactory references covering the last 3 years of employment; an identity check; verification of eligibility to work in the UK; and a Basic Disclosure Check. This is in order to help us make safer recruitment decisions and prevent unsuitable people from working with access to personal and sensitive data.

Privacy Notice



As part of the recruitment process we will collect data about you in a variety of ways including the information you would normally include in a CV or a job application cover letter, or notes made by our recruiting officers during a recruitment interview.

Please read the Idox Recruitment Data Privacy Policy here <http://www.idoxgroup.com/privacy.html>