



## **PR and Content Manager**

### **Idox Group, Marketing**

### **Home based**

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#### **About the role**

Idox 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 enable innovation.

Our Group Marketing team is recruiting a PR & Content Manager to develop and enhance the company's PR function and bring expertise and intelligent thinking to the creation of compelling content for multi-channel marketing campaigns. This is a permanent position and can be based anywhere in the UK, requiring to travel for team meetings in Glasgow, Theale, Manchester or Hillsborough, NI.

Reporting to the Marketing & Brand Manager, the successful candidate will be creative and forward-thinking and be prepared to demonstrate their ability to work collaboratively in a fast-paced marketing team.

#### **Key Responsibilities:**

- Researching, writing and distributing a range of content for multiple channels, including press releases, case studies, email copy, thought-leading whitepapers, campaign collateral and insight pieces
- Take ownership of the planning, development and implementation of an intelligent PR strategy for Idox for integrated marketing campaigns
- Providing campaign support with production of compelling, relevant and high-quality content that will achieve cut-through on all digital channels, including social media and video
- Building relationships with key journalists, target media publications and influencers within our industries
- Monitoring all campaign activity closely and producing reports and recommendations
- Project management of external agency PR and content suppliers – briefing requirements, building relationships and ensuring delivery on agreed strategy
- Ability to deal with crisis communications and reputation management – both proactive and reactive
- Work collaboratively with marketing team colleagues and with subject matter experts across Idox.

#### **To be successful, you'll need to have:**

- A degree in Marketing, Public Relations, Press, Media Relations, Communications or related discipline
- A minimum of five years' content, PR and communications experience
- Experience of working in a B2B environment with an IT, technology-focused background preferred
- Able to demonstrate the production of engaging content that gets results
- Evidence of leading integrated marketing campaigns
- A proactive attitude with a drive to achieve results.

#### **Additional desirable qualities:**

- Experience of working within Health, Engineering or Public Sector.
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## 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.600 staff located in the UK and worldwide, including Asia, Europe and North America. Idox has offices and teams throughout the UK and therefore travel will be required.

## 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](mailto: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>