



Digital Marketing Manager

Idox Group Marketing
UK Based

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.

The Idox Marketing Department is seeking to hire a Digital Marketing Manager to support the Group wide marketing function. The role is for 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 Communications & Group Digital Manager, the applicant will be responsible for driving forward the overall strategic digital marketing plan. With support from the Digital Marketing Executive, the post holder will lead on all elements of digital marketing across Idox including strategic campaigns, email marketing, marketing automation, content marketing, social media and CRM management. The successful candidate will benefit from having a pro-active and self-motivated attitude to their work, whilst demonstrating the ability to work within a fast-paced marketing team.

Key Responsibilities:

Website Management

- Work closely with multiple departments across the group to create evolving and engaging digital content to support business initiatives and strategies
- Ensure maximum SEO and SEM effectiveness
- Troubleshoot website issues with the Corporate Webmaster

Digital Marketing Campaigns

- Setting of campaign goals, objectives, timelines, etc
- Definition of the lead nurturing journey
- Creation of engaging digital content
- Managing external agencies where required
- Execution of campaigns, monitoring (analytical & technical), reporting and recommending improvements to drive maximum lead generation performance
- Integration with Idox tools & platforms e.g. marketing automation tools, website, CRM

Email Marketing Management

- Oversee the utilisation of the email marketing automation tool & its support of campaign initiatives
- Management of the marketing automation supplier

Social Media Management

- Oversee the management of social media channels
- Design, build & maintain our social media presence

- Recruitment and management of Idox Social Brand Ambassadors.

Content Marketing

- Creation of engaging digital content e.g. videos, infographics, social cards, social media posts and responses, podcasts, interactive presentations, audio files
- Work in close collaboration with wider marketing team to provide above content in line with campaign strategies & initiatives.

Data, Reporting & Analytics

- Curate analytics, trends, reports, etc across all digital platforms including campaigns, social media, website, etc
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Interrogate, clearly report and articulate analytics to Marketing Managers and team as a whole
- Recommend enhancements, improvements and innovations to boost figures and subsequent lead generation

Also

- Collaborate with agencies and other partners
- Management of department digital marketing tools including marketing automation (Force24), Google Analytics, etc
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.
- Ensure GDPR compliance for all aspects of digital marketing including CRM contacts, website submissions, enquiries, etc
- Collaboration with Graphic Designer & Corporate Webmaster (& wider marketing team) for all above activities

To be successful, you'll need to bring:

- Degree or other relevant qualification in Digital Marketing or related discipline
- 5 years+ experience in a similar role, in a B2B environment
- Evidence that you have delivered effective digital marketing campaigns, with engaging digital content
- Practical experience in keyword search, SEO and SEM management
- Ability to optimise the use of marketing and web analytics tools such as Google Analytics
- Experience in the creation and optimisation of landing pages and customer experience funnels
- Technical competency with marketing automation tools, CRM and CMS tools; willingness to adopt new tools and adapt others
- Strong time management skills
- Excellent organisation skills and attention to detail

Additional desirable qualities:

- Experience of working with marketing automation tools
- Knowledge of ABM techniques
- Experience of working within the software industry.



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.

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>