

Senior Marketing Manager, Community Solutions

Home based, with UK travel

About the role

This is an excellent opportunity for an experienced marketing professional to take on management and leadership responsibilities for an important division within Idox plc. As the Marketing Lead for our Community Solutions, you will play a key role in driving the strategic positioning and demand generation for a portfolio of software products and services that deliver social value and help our customers provide vital public services.

Who we're looking for

We are looking for a dynamic and strategic marketing professional with expertise in demand generation and pipeline development. You will have experience in positioning products effectively within the public sector and leveraging digital channels to increase awareness and engagement.

In this role, you will also oversee a team, providing leadership and direction to ensure marketing initiatives align with business objectives. You will be responsible for:

- Developing and executing marketing strategies that drive demand for our Community Solutions portfolio and building a high-quality pipeline of opportunities
- Leading and managing a Marketing Executive and an Account Support Manager, as well as overseeing the Account Executive Team
- Working collaboratively with internal teams to enhance market positioning and increase visibility of our products and services.

Our Community Solutions division includes a range of market-leading software products that support social care, public health, electoral services, and funding opportunities, including:

- **Social Care & SEND:** EHC Hub, which manages statutory SEND pathways, and our Directories solution for Family Information Services, SEND, and Adult Social Care.
- **Health:** Lilie, the UK's leading Sexual Health Management platform.
- **Electoral Services:** EROS electoral management system and PVMS services, which support local authorities in transforming election processes.
- **The Content Business:** GrantFinder, TKE, and ResearchConnect provide expert-curated funding intelligence to support strategic decision-making.

Key responsibilities

- Lead, mentor, and develop the Community Solutions marketing team and the GrantFinder prospecting team
- Oversee performance tracking and KPIs to ensure targets are met. Oversee marketing budget, ensuring effective investment
- Partner closely with Product and Sales teams to ensure marketing strategies align with business objectives, customer needs, and market trends. Provide insights to shape product positioning, go-to-market strategies,

and sales enablement materials

- Support the transition to more consultative and strategic selling approaches
- Collaborate with the central PR and Communications and Digital Marketing team to align messaging, amplify thought leadership, and secure media opportunities that enhance brand visibility across key markets. Also optimise campaign performance, leverage data insights, and ensure best practices in SEO, PPC, social media, and marketing automation
- Engage with Senior Marketing Managers across other divisions to share insights, align on cross-division marketing strategies, and identify opportunities for joint campaigns or strategic partnerships
- Develop and execute an events strategy to increase brand visibility, generate leads, and strengthen relationships with key stakeholders
- Oversee the creation of high-quality content, including whitepapers, case studies, news stories, blog articles, and reports that support demand generation
- Develop and execute a robust B2B demand generation strategy, ensuring a strong pipeline of high-quality leads through multi-channel campaigns. Utilise data-driven marketing, including ABM, inbound/outbound campaigns, and digital tactics to maximise conversion rates
- Optimise marketing automation tools (Salesforce, Hubspot) to enhance prospect engagement and pipeline progression.

To succeed in this role, you should bring:

- Proven experience in B2B demand generation, strategic marketing, content development, and events—ideally within a technology or SaaS environment
- A track record of developing and executing data-driven marketing strategies that generate leads and drive revenue
- Strong leadership and team development skills, with a hands-on approach to mentoring and coaching
- Excellent stakeholder management and interpersonal skills, with the ability to drive collaboration across teams
- Experience with marketing technology, CRM systems (Salesforce), and automation platforms (Hubspot) to optimise marketing performance
- A proactive and adaptable mindset, with the ability to drive change and innovation
- Willingness to travel across the UK and occasionally internationally.

If you're passionate about strategic marketing, demand generation, content creation, events, and team leadership, we'd love to hear from you!

About Idox

Our specialist software solutions power the performance of government and industry, driving productivity and a better experience for everyone. Built around the user and designed in collaboration with experts who have worked through every detail of every process from end-to-end, our hard-working process engines deliver exceptional functionality and embed workflows that drive efficiency and best practice with a long-term focus for regulated environments. Through the automation of tasks, the simplification of complex operations, finding scalability as operations evolve, and more effective management of information, we help our customers harness the power of Digital, so they can do more.

We employ around 660 staff in the UK and worldwide, including Europe, North America and Asia, so some travel to meet colleagues may be required.

Our Values



Dynamism

We shape our future



Responsibility

We are accountable for our actions



Integrity

We do the right thing



Valued

We value each other



Excellence

We set the benchmark for quality

DRIVE

The core values taking us forward

Our Culture

We are ambitious in working together to promote a more inclusive environment, which attracts all candidates and signals our commitment to celebrate and promote diversity. Idox is a company where we can all be ourselves and succeed on merit, where we respect all our employees, customers and communities in which we live, work and are a part of.

We recruit and reward employees based on capability and performance – regardless of race, gender, sexual orientation, gender identity or expression, lifestyle, age, educational background, national origin, religion or physical ability. Each office location worldwide, is free to respond to local needs to create a culturally sensitive workplace for everyone. In doing so, we want every employee to feel our commitment to showing respect for all and encouraging open collaboration and communication.

Our Benefits



Flex to Fit

We recognise that for individuals, the opportunity to work flexibly can enable them to achieve a better work-life balance along with a greater sense of responsibility, ownership and control of their working life. During the pandemic, all our employees successfully transitioned to remote working and we are open to conversations on work patterns to suit our employees needs such as change to working times; part time working; term time working; 9-day fortnight. We are proud to be a flexible employer enabling effective hybrid working for our employees.



Family Friendly

We understand how important family is to our employee and provide support through difficult times such as bereavement as well as offering excellent pay and leave benefits for parents and carers welcoming a child.



Health & Wellbeing

Our Workplace Wellbeing team provide support and resources on mental health and lifestyle. We also provide 24/7 confidential help via our employee assistance programme.



Be Heard

You will have the chance to impact change within Idox by having your voice heard via our CEO live broadcasts; making suggestions to Idox Voice forum or sharing your ideas in our company newsletter, Inside Idox.



Community

You will have the opportunity to participate in community and social activities, as well as group wide fundraising ventures. We prioritise sustainability and ethical impact on our communities and we pledge to allow our employees to carry out volunteer work.



Your Development

Our mentor scheme will help you to achieve personal and professional growth through learning from experienced colleagues and you will also have access to online and face to face learning modules including our Leadership Development Programme.



Financial Security

We offer full company sick pay plus income protection for long term illness and our life assurance cover is provided up to four times annual salary. Our Pension Scheme operates on a Salary Exchange Contribution Basis so you will receive relief from NI contributions.

You are also invited to join our Idox Xtra Share Scheme where every share bought will receive an extra one free from the company.

How to apply

Please submit a CV, and a short cover letter (*maximum 500 words - including salary expectation, and current remuneration*) explaining why you feel you 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.

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 our Recruitment Data Privacy Policy here: <https://www.idoxgroup.com/policies>