

# Senior Digital Marketing Manager,

## Idox Geospatial

### Hybrid - Farnborough

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#### About the role

We are looking for an experienced and strategic digital marketing professional to lead the digital marketing function for our industry leading geospatial division. You will be a key member of the Geospatial marketing team and instrumental in developing and delivering digital marketing campaigns, fostering brand awareness and increasing customer engagement through various digital channels.

Working in a predominantly B2B environment, your work will be pivotal in attracting, converting and retaining a pay-as-you-go user base, while also supporting our Sales team in promoting our DAAS and SAAS offerings.

You will manage external PPC and SEO resource, oversee website optimisation and collaborate closely with data, software and digital product leads.

Hubspot will be your central platform for campaign planning, execution, social media management, lead nurturing and performance reporting. You will report directly to the Idox Geospatial Division's Head of Marketing, ensuring that strategic marketing objectives are supported and effectively implemented.

This is a full-time hybrid role, with the expectation of attending the Farnborough office at least one day per week. Occasional travel to other offices or external events may also be required.

#### Key Responsibilities:

##### Strategy & Planning:

- Develop and execute comprehensive digital marketing strategies related to different digital media and aligned with business objectives.
- Build end-to-end digital marketing capabilities including media planning, search, conversion rate optimisation and analytics.
- Drive brand awareness, customer acquisition, and engagement through digital channels.

##### Campaign Management:

- Plan, implement and optimise effective digital marketing campaigns (SEO, email, social media).
- Manage campaign budgets and performance, using data to inform decisions.
- Establish and manage campaign workflows, lead scoring and automation in HubSpot.
- Establish best practices for data-driven marketing and analytics.

##### Content & Social Media:

- Working with other Marketing Team members, oversee the creation of engaging content across digital platforms.
- Oversee production of visual assets (graphics, slideshows, carousels) and PDFs.
- Ensure content aligns with brand voice and supports sales objectives.

### **Website & SEO:**

- Oversee internal and external updates to website content, ensuring alignment with SEO best practices and business objectives.
- Conduct keyword research and guide optimisation efforts to improve search visibility and user engagement.
- Ensure website content is high-performing, relevant and regularly refreshed to support marketing goals.
- Collaborate with product and UX teams to maintain a high-quality user experience and ensure current standards are met.

### **Competitor & Market Analysis:**

- Conduct competitor audits to identify trends, opportunities, and potential areas for improvement.
- Identify opportunities for differentiation and improvement.

### **Analytics and Reporting:**

- Use HubSpot, Salesforce and other analytics tools to measure campaign effectiveness and ROI.
- Generate regular reports on key performance metrics and adjust strategies accordingly.

### **Team Focus:**

- Work closely with senior stakeholders and marketing peers across business units
- Foster a collaborative and innovative team environment.

## **Qualifications and Experience:**

### **Education:**

- Degree in Marketing or a related field or equivalent professional qualifications

### **Experience:**

- 7+ years in digital marketing, with a strong track record in strategy and campaign management.
- Proven ability to meet KPIs and drive measurable results.

### **Skills:**

- Expertise in SEO, Google, email marketing, social media, and other relevant digital marketing tools and platforms.
- Deep experience with HubSpot for campaign management, reporting and attribution
- Adaptable with excellent problem-solving and communication skills.

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## **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 700 staff in the UK and worldwide, including Europe, North America and Asia, so some travel to meet colleagues may be required.

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## 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

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## 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.

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## 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](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.

## 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>