

Marketing Executive, Digital focus

Idox Assets

Home Based, with occasional travel

About the role

Idox is a dynamic and innovative software company focused on driving business growth through cutting-edge marketing strategies. We are looking for a talented Marketing Specialist to join our team and help us expand our reach and grow our contact list.

The Assets Division is an important area for growth within Idox and we're looking for an individual skilled in creating and enabling effective lead generation activities across each of the business units within this division. You will be supporting business units in Facilities Management, Healthcare Tracking Solutions and Engineering Document Management.

The Marketing Executive will be responsible for developing and executing organic and paid social media campaigns, as well as email marketing campaigns, using an omnichannel approach. The ideal candidate will have a strong background in digital marketing with at least one year of experience and specific experience in HubSpot, Social media campaigns and PPC.

To apply you should be ready for the next phase of your marketing career. Idox provides a supportive environment with a professional development path, to enable you to succeed. There will be plenty of opportunity to extend yourself and grow in confidence, with the benefit of a collaborative environment and a buddy from day one. Please include a cover note or supporting statement with your application which bridges between your CV and the job description and clearly shows your motivation to join us.

Key responsibilities

- Develop and implement organic and paid campaigns for LinkedIn and Google channels
- Create and manage email marketing campaigns to nurture leads and engage with our audience
- Utilise HubSpot for marketing automation, lead management, and campaign tracking
- Leverage LinkedIn and Sales Navigator to identify and connect with potential customers and business opportunities
- Monitor and analyse campaign performance, providing regular reports and insights to optimise strategies
- Collaborate with the content team to create compelling and relevant content for social media and email campaigns
- Stay up to date with the latest trends and best practices in digital marketing and social media.

To be successful, you should bring:

- Degree in Marketing, Communications, Business, or a related field
- Experience in a marketing team – at least 1 year +
- Proven experience in digital marketing, with a focus on HubSpot for social media and email campaigns
- Good understanding of marketing principles, strategies, and tactics
- Proficiency in MS Office and marketing software tools (HubSpot, Google Analytics, LinkedIn).
- Exceptional communication, interpersonal, and teamwork skills
- Strong analytical skills and the ability to interpret data to make informed decisions

- Creative mindset with the ability to think outside the box
- Ability to multitask, prioritise, and work effectively in a fast-paced environment
- Willingness to travel as needed, with a valid driver's license.

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>