

Marketing Executive

Idox Assets Division

UK, home based with occasional travel

About the role

At Idox, the role of Marketing Executive is about enabling and supporting the delivery of effective marketing activities in a proactive and timely manner.

The Assets Division is an important area for growth within Idox and we're looking for an individual with skills in creating and enabling effective demand generation activity to support the delivery of marketing campaigns across each of the business units within this division. You will be supporting business units in Engineering Document Management, Facilities Management and Healthcare tracking solutions.

We're looking for a forward - thinking Marketing Executive, someone who has a good level of marketing education, has IT and creative skills and a talent for managing modern, integrated marketing campaigns – online and offline. We're also looking for someone who is a genuine team player and wants to develop their career in the long-term.

This is an exciting opportunity to join the marketing team within the Assets division of Idox. This position can be home-based anywhere in the UK, requiring some travel for event support and team meetings in Glasgow, Woking, Manchester or London.

Marketing professionals in Idox benefit from having a pro-active and self-motivated attitude to their work, to apply, you should demonstrate the ability to thrive within a fast-paced marketing team by giving examples of work you have done on your own initiative.

If you are at an early stage of your Marketing career, a recent graduate or with one or two years' experience, or re-starting in Marketing as a second career, we would love to hear from you. This post is available immediately.

Key responsibilities

- Assist with the creation, execution and management of strategic marketing campaigns from initial content creation through to performance tracking and reporting
- Design and create engaging marketing content (e.g. brochures, flyers, banners, advertising, social media cards posts, infographics, video content)
- Copy writing (e.g. newsletters, blog posts, website content, marketing campaign content)
- CRM contact database maintenance and data cleansing
- Assist with the management of digital marketing resources and website content
- Work collaboratively with the sales and product teams for the creation of campaign content, provision of sales collateral, customer newsletter and overall brand support

- Manage the production and updating of marketing materials such as flyers, customer collateral, case studies, product leaflets
- Liaise with third party agencies as required
- Adhere to corporate brand guidelines whilst acting as a brand ambassador
- Document new processes and create briefing templates
- Manage individual workload, ensuring the timely delivery of tasks to the highest quality standards

To be successful, you'll need:

- Qualification in Marketing or related discipline and/or one year's+ experience in a similar role
- Graphic design skills, able to create engaging visual content
- Familiarity with marketing automation tools, CRM and CMS tools, and able to learn new applications quickly
- Proven ability in writing engaging content
- Strong time management skills
- Excellent organisation skills and attention to detail

Additional desirable qualities:

- Working knowledge of design software packages (e.g. InDesign, Photoshop, Canva)
- Hands-on experience using marketing automation tools such as Pardot
- Experience setting up and managing webinars and events
- Experience working in a B2B marketing environment

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 600 staff in the UK and worldwide, including, Europe, Middle East, 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.

This post commands a competitive salary, dependent 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.

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>