

Marketing Manager

The Role

Providing the vision and leading the direction of the Inixion marketing and lead generation strategy, the Marketing Manager will be responsible for demand generation to drive sales of new business Sage X3 software. You will create strategic marketing plans to drive lead generation and growth and advise senior management on how that strategy will be measured and deliver results. You will execute the marketing plan with a high level of diligence and drive to reach the outlined goals. The Marketing Manager will be part of the management team of Inixion.

Skills & Experience

The ideal candidate will have 5 years+ experience in driving marketing and lead generation programmes in a B2B Information Technology services business, marketing to senior executives in medium to large sized organisations.

You will be fully up to speed with all effective marketing and lead generation strategies across the whole scope of digital, including social media, content marketing and analytically approached marketing. You must have a keen eye for detail, be a strong problem solver and be up to date with marketing trends. You should have excellent communication skills and the ability to work in a proactive and hands-on way. You will need to be self-motivated and able to work under your own initiative.

The successful candidate will have a flexible approach to work and have the mindset of wanting to be part of the 'Inixion family'.

Key responsibilities include:

- Design lead generation/marketing plans and campaigns and own the implementation thereof from concept to execution
- Campaign development
- Measure and report on the performance of campaigns, gain insight and assess against goals
- Manage all PPC/SEO/social media/Email & Paid campaigns
- Develop strategies to increase qualified traffic and improve conversion from our website
- Design and/or create marketing material from website banners to case studies
- Work with our Business Development team to support their efforts
- Work with our Account Manager to increase the number of case studies, in various format's including video
- Liaise with Sage marketing to maximise Sage engagement, assistance, resources and inbound lead allocation
- Manage our current external marketing resources
- Manage one part-time experienced marketing resource
- Work effectively from home as a remote worker

Remuneration

Salary to be commensurate with experience. We offer competitive salaries to attract and retain the highest calibre of individual; our package, following successful completion of the probationary period, includes private health insurance, contributory pension scheme, mileage allowance and a share in the company bonus scheme.

Location

This is a UK, home-based role (with full, existing, eligibility to live and work in the UK).



About us

Inixion specialises in the delivery of Sage X3, which is an Enterprise Resource Planning system. Inixion is both a Sage UK and Sage North America partner, delivering successful projects and providing support to business globally. Inixion has been implementing Sage X3 projects in the UK and across the globe for more than 15 years and have a highly experienced team.