

Online Marketing Executive

Based: Sapphire Head Office London - City

Reports To: Marketing Manager

Start Date: ASAP

A leading provider of business software solutions are looking to recruit an outgoing, enthusiastic and results-driven individual to help drive forward the company's lead generation efforts. This is an extremely busy and high profile role that's set within a demanding, target-orientated environment. The successful candidate can expect an excellent package with the chance to develop their career within a successful, fast moving and internationally expanding business.

Key Responsibilities

- Ensure corporate and partner websites are kept up to date, maintaining consistency of messages and presentation. Ensure the sites are updated with relevant content including events, product news, press releases, case studies and partner information.
- Develop and increase incoming leads generated online using SEO (working in conjunction with Sapphire's SEO agency), PPC and web development techniques.
- Optimise web content for search.
- Raise Sapphire's profile via social networks and media, forums, blogs and online directories.
- Design and produce new campaign materials including videos, solution demos, online and e-marketing promotions.
- Create new business email communications with a view to creating leads and interest across all solutions and geographies.
- Assist with pre-promotion of tradeshow and exhibitions, seminars and other events.
- Regular reporting on and review of online activities.

Experience

You will be a real team player with a proven track record of implementing and developing successful lead generation activity within a business to business marketing role. You will not be afraid to get your hands dirty and will be keen to make your mark on this fast expanding business. You will possess:

- At least two years experience in a B2B marketing role (hi-tech preferred although not essential).

- Strong copywriting skills, with practical experience of writing for the web and lead generation purposes.
- Excellent commercial acumen and relationship-building skills.
- The ability to deliver projects and results within set timescales.
- Knowledge of Microsoft FrontPage (preferred although not essential)

Key Personal Attributes

- A results-driven, career minded individual - with a focus on achieving their goals and exceeding expectations.
- A first class team player - willing to help on projects outside of their personal remit and contributing ideas and suggestions for the benefit of the team.
- Confident, persuasive and outgoing - with strong influencing skills
- Good budgeting and negotiation skills
- An ability to juggle multiple projects and priorities
- Excellent communication skills – with first-rate written and spoken English
- Positive and proactive attitude
- Excellent attention to detail
- Ability to work cooperatively and effectively as part of a team

Package

- Working hours 9.00 – 5.30pm (1 hour lunch)
- 20 days holiday (additional 1 day per calendar year worked up to 25 days)
- Contributory pension scheme (after one year's service)
- Contributory Health or Gym membership (after one year's service)