

Marketing Manager

Package: Attractive package based on skills and experience

Location: Becrypt HQ (Central London) + some UK travel

The opportunity:

Are you an ambitious marketing professional looking to take the next step within a leading software company?

Do you have a proven track record of building pipeline and enabling sales teams to deliver?

We are looking for a creative, organised and self-driven marketer to join our team, willing to input ideas and work to executing campaign activity.

Responsible to: Head of Marketing and Alliances

Principal contacts:

Internal – Sales, Product Management, CEO, Channel, Alliances, Pre Sales, Customer Support and HR

External – Channel (System Integrators, Resellers, Distributors), external marketing resources and agencies

Job purpose:

To input into marketing plans and activities that support commercial business objectives (maximising revenue and profit) and positively influencing our customers' and partners' experience and perception of Becrypt's brand and product range.

A varied role that includes supporting sales, channel, alliances and product teams. Planning and executing lead generation activities which result in high quality, qualified leads; coordinating and liaising with a variety of internal and external stakeholders to organise programmes, events and trade shows; and ensure PR and campaigns are targeted and effective.

Principal duties and responsibilities:

- Working closely with the Head of Marketing and Alliances and Head of Product (owners of strategic marketing planning and product planning respectively); help define marketing requirements and plans through seeking out and attending external meetings relevant to the business' commercial objectives and product road map.
- Contribute to the development of a comprehensive annual rolling marketing plan which provides a road map of all scheduled marketing activities and commitments. Take ownership of this plan components and provide regular updates against success metrics.
- Working closely with the Head of Marketing and Alliances seek out market information and develop plans for brand awareness, leveraging digital marketing techniques, public relations, analysts and other outreach activities.
- Work closely with the sales team and channel partners to understand requirements for specific product or vertical campaigns and create marketing plans and proposals.
- Develop integrated end-user demand programmes, leveraging digital marketing techniques including PPC and SEO.
- Execute against agreed marketing plans for industry events participation, partner events, webinars and product launches.

- Work closely with the Channel Sales Managers on specific channel marketing campaigns with partner site visits to develop relationships, help influence sales and promote Becrypt's brand, product and training requirements.
- Promote Becrypt communications messages via social media.
- First point of contact for all marketing queries and management of third party marketing suppliers and contacts.
- Maintain, audit and update customer contact details in CRM system.
- Support the development of marketing collateral including product data sheets, brochures, presentations, web copy, customer and partner newsletters, copy writing and event materials.
- Track and provide management reports of marketing metrics and return on investment performance, tuning marketing activities via mid and after-action reviews accordingly.
- Manage expenditure against the agreed marketing budget, ensuring spending plans are approved in advance by Head of Marketing and Alliances.
- Any other reasonable duties as required by the business.

Skills/Experience:

Essential:

- Marketing / business degree or equivalent proven experience in a similar role.
- Experience of marketing in the technology sector (ideally software.)
- Proven track record of delivering marketing success and supporting sales teams (ideally in a SME sized, developing company.)
- Excellent communicator – written, verbal and presentation skills.
- Highly IT proficient with proven experience of reporting, utilising MS office and CRM tools (Zoho preferred.)
- Wide knowledge of marketing techniques and concepts - proficient in the use of email and web based marketing tools, including social media.
- Highly organised and able to plan, execute and follow up actions autonomously.
- Flexible, with proven experience adapting and effectively managing multiple and / or changing priorities.
- Experience of organising and managing events (from webinars, (channel) sales meetings to conferences and industry / PR events etc.)
- Experience managing 3rd party relationships e.g. advertising, telemarketing and PR agencies.
- Copy writing and proof reading skills – meticulous, thorough, and open to feedback and developing skills.
- Experience with InDesign and Photoshop.
- Experience working with channel partners, helping to plan and run complimentary channel and direct marketing campaigns.
- Excellent facilitator and empathetic to demands and priorities of others.
- Proficient in working to operational targets; planning and executing to time based budgets.
- Commercial acumen and good proposal development – monitors and analyses market trends; competitors' products and services and presents opportunities for improving marketing activities to increase revenue and profit.
- Proven experience of presentation preparation and execution.

- Able to respond well to challenge and pressure.
- Willingness to travel.

Qualities:

- Excellent communicator with attention to detail.
- Self-driven and inquisitive, results orientated with a positive outlook and clear focus on delivery.
- Credible, honest and comfortable dealing with senior management.
- Reliable, patient and determined.
- Driven to achieve – takes accountability for actions and achievements and identifies possible improvements to approach and process.
- Acts with integrity, professionalism and discretion at all times.
- Enjoys the work environment and contributes in a team environment.
- Logical and creative thinker.
- Interested in the progression of software and technology.

Package & discretionary benefits:

- 25 Days annual leave
- Private medical insurance (including travel insurance and 'Vitality' health benefits)
- Pension scheme
- Life cover 4 x salary
- Season ticket loan
- Salary exchange benefits (ride2work, pension)
- Employee referral scheme

Role will be subject to an Employment Screening process and may require security clearance.

To apply, please contact Human Resources at hr@becrypt.com