

## Marketing Manager, Glasgow - Top 3 Managed Cloud Computing Company

### Salary

£23,000-£28,000

### iomart

iomart is one of the leading providers of cloud computing and managed hosting. Headquartered in Glasgow, iomart employs over 380 talented staff in offices and datacentres across the UK. Originally founded in 1998, it is listed on the London Stock Exchange and specialises in delivering cloud consultancy, facilitation and digital transformation to ISVs, SMEs, enterprises and the UK public sector.

iomart's employees help enable any size of business and organisations to operate their online data and IT environments safely and securely. Our technical staff are experts in public, private and hybrid cloud solutions - including AWS and Microsoft Azure – as well as data centre and network engineering. iomart owns and operates a network of UK data centres connected by a high capacity private fibre network and backed by 24/7 technical support.

iomart Group plc is delighted to offer this opportunity to join one of the UK's leading managed hosting companies.

### Role Description

Do you think that marketing is all about driving leads and opportunities into a business? Do you look beyond the output and focus on the outcome? Do you love design, insights and innovation, but know how to harness them to get the best possible results?

If that sounds like you then we've got a role that's right up your street. You'll work across the full marketing mix to develop and deliver campaigns that drive leads into the sales funnel. You'll get a decent budget, the support of an experienced in-house team and our external agencies, and the freedom to drive forward your own ideas.

If you're up for the challenge, get in touch telling us how your work to date has helped to drive sales opportunities and added to the bottom line.

### Role and Responsibilities

- Working with colleagues in sales, marketing, product and operations to develop marketing strategies and plans
- Delivering integrated, targeted marketing campaigns that meet, or beat, agreed ROI
- Working with partners and suppliers as required
- Development of marketing content and collateral
- Management of social media as required
- Managing associated budgets
- Monitoring competitor activity

### Skills and Knowledge

#### *Essential*

- Experience of developing and running multi-channel B2B marketing campaigns that deliver excellent ROI
- Knowledge of marketing automation software
- Excellent written and verbal communication skills
- Experience of working with other departments, in particular sales
- Excellent knowledge of inbound marketing techniques

- A creative, proactive approach
- Excellent attention to detail
- Good project management skills
- Willing to travel regularly to other iomart offices

#### ***Desirable***

- Experience and understanding of cloud hosting sector

#### **What do we offer in return?**

- We'll shout you to lunch once a month
- ½ Day off on your Birthday
- Breakfast on us every day, including a hot roll on Fridays
- Free on-site car parking
- Long service benefits
- Snacks, drinks and fruit all day, everyday
- Sharesave and childcare voucher schemes
- Supported training and access to an online training portal 24/7

#### **Training & Development**

As you can gather, we have a relaxed and friendly working environment but don't be fooled; you will be working with some of the country's best talent and greatest technical experts. We want our people to thrive, prosper and to leave work every day feeling valued and that they have made a difference. Talented, motivated and creative people lie at the heart of our success so we invest heavily in our people and their professional and personal development through technical certification, our online training portal and our Management and Leadership Development Programme.