

Marketing Manager, Glasgow - Top 3 Managed Cloud Computing Company

Salary

£27,000-£34,000

iomart

iomart is one of the leading providers of cloud computing and managed hosting. Headquartered in Glasgow, iomart employs over 400 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.

The Role

Working across the full marketing mix to develop and deliver marketing campaigns that drive leads into the sales funnel. Particular responsibility for delivering leads for our existing customers, but also developing and running prospect campaigns.

Key Responsibilities

- Working with colleagues in account management, 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, Knowledge and Experience

Essential

- Experience of developing and running multi-channel B2B marketing campaigns that deliver excellent ROI
- Experience of marketing to an existing customer base
- Knowledge of marketing automation software, ideally Hubspot
- 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

Desirable

- Experience and understanding of cloud hosting sector

What do we offer in return?

- Exposure and access to cutting-edge technology as well as the opportunity to work alongside like-minded creatives in the Marketing Team
- Holiday Trading Scheme – buy or sell part of your annual leave allowance
- Travel Loans - unsecured interest free travel loans to assist employees
- ShareSave/SAYE – buy shares in the company at a discounted rate
- ½ Day off on your Birthday
- Long service benefits – additional annual leave and access to private healthcare
- Snacks, drinks and fruit all day every day
- Breakfast on us every day including a hot roll on Fridays
- We'll shout you to lunch once a month
- Supported training

Training & Development

As you can gather, we have a relaxed and friendly working environment where 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 by encouraging and supporting them to gain and maintain professional and vendor certifications. All of our staff are supported, through training and coaching, to learn our systems and processes enabling them to become a valuable member of the team quickly.