

JOB DESCRIPTION

Job Title:	Marketing Director
Department/Team:	Marketing
Location:	Glasgow / London
Reporting to:	CEO

DESCRIPTION OF POSITION

iomart continues to deliver exceptional results for its clients and stakeholders alike. With turnover of £100 million and growth targets to take this to £200 million over the next five years, there is no better time to join the business. We are currently looking for a talented marketeer to join us to help and help deliver this aspiration.

As the Marketing Director for the Group, you will be an inbound marketing guru able to manage a team to deliver astonishing results. You will be responsible for the development, design and delivery of marketing and PR campaigns to support the achievement of the iomart hosting brand revenue targets. You will also be accountable for the delivery of the Groups corporate communications to employees, stakeholders and key influencers. A truly commercially orientated professional you will have an energy and enthusiasm which will inspire your team and the wider business to bring innovative and ideas to iomart's marketing team.

PRIMARY ROLES & RESPONSIBILITIES:

- Design, develop and deliver iomart Group marketing plan and iomart KPIs on time and within agreed budget
- Determine media & PR strategy for Group
- Deliver Marcoms and PR campaign to ensure maximum exposure for the iomart Group brands within the Marketplace
- Work collaboratively with the Sales organization to deliver improved lead generation into opportunities
- Manage and deliver external events within agreed budget
- Produce all creative content for marketing collateral and Marcoms for iomart Hosting brand
- Produce copy for customer Marcoms and external press and media
- Represent Group as corporate spokesperson for media requests
- Select and manage external suppliers to ensure iomart achieves best value.
- Identify areas of efficiency and improvement across staff and systems
- Deliver on objectives issued from CEO/Executive
- Ensure quality control processes are in place to enhance performance
- Proactively lead, manage and develop team to ensure individual and team KPIs are achieved/exceeded
- Ensure a culture of being 'easy to do business with' and a can-do attitude
- Perform regular analysis and reporting to assess individual/team progress and benchmark service and/or sales
- Conduct regular 121s and team meetings to brief, coach and motivate team
- Carry out formal performance reviews to ensure all staff understand their personal objectives and have a personal development plan in place
- Recruit high calibre staff, ensuring they receive appropriate induction, training and development programmes
- Develop a culture of continuous improvement within your team, identifying processes, systems and strategies to improve revenues, quality and productivity
- Identify and address issues affecting performance

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Delivery of results through:

- SEO and keyword search
 - Content creation;
 - Blogs
 - Infographics
 - Videos and podcasts
 - Presentations and e-books
 - PR
 - Landing pages and calls to action
 - Buyer personas and customer journey
 - Marketing automation
 - Social media
 - Email and lead nurturing
 - Marketing analytics
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SECONDARY ROLES & RESPONSIBILITIES

- Attend events such as trade shows or own events program
 - Registered Data Controller for the Group
 - Management of Trademarks and IPR protection for iomart group and subsidiaries
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KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

At Entry

- University Degree and/or demonstrable experience in marketing execution, ideally within the IT industry with a track record of managing integrated, multichannel campaigns
 - Experience with sales and marketing automation technology
 - Significant experience in web, digital marketing and analytics
 - Excellent attention to detail and focus on quality of deliverables
 - Excellent written and verbal communication skills
 - Creative and imaginative
 - Ability to work under pressure and work to deadlines
 - Analytical
 - Ideally an in-depth knowledge of the internet and telecoms industries
 - Problem analysis and solving
 - A successful leader and team builder
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MEASURES OF SUCCESS

- Evidence of all skills required of job displayed
 - Good proactive communication skills displayed at all levels
 - Delivery of agreed marketing plan to achieve targets
 - Increased leads/enquiries for iomart hosting products/services
 - Decrease in £ acquisition costs
 - All objectives and targets achieved
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