

Job Description



JOB TITLE: Senior Marketing Executive
REPORT TO: Business Unit Head
BASED AT: 46 Worship Street, London EC2A 2EA (flexible working by mutual arrangement)
WEBSITE: www.touchstoneenergy.co.uk | www.touchstonefms.co.uk

Background:

Headquartered in the City of London UK, TouchstoneEnergy is part of the Touchstone Group with annual revenues in excess of US \$26m and who employs approx. 175 staff across three offices.

What we do:

TouchstoneEnergy specialises in the supply, implementation and support of cloud-based integrated business systems. Our solutions are sold primarily into mid-market and enterprise level organisations complemented by a full range of professional services. These include business analysis, project management, application consultancy, integration and managed services, and business process change and after-sales support services.

Touchstone's product portfolio comprises integrated Financial Management, Asset Maintenance and Supply Chain, Inventory Management, Business Intelligence and Cloud Technology solutions designed for asset intensive industries with particular focus on the energy sector.

Our deep domain expertise in the energy markets, combined with strong partnerships and highly skilled people, enables TouchstoneEnergy to deliver a full range of quality services, coupled with an advanced technology solution that streamlines business process. Our solution is deployable on-premise or in the Cloud.

Our typical deal size for mid-market solutions ranges from £50k-£450k, and in excess of £500K for an enterprise solution.

The role:

We are looking to onboard an energetic creative thinking marketer who will become part of a vibrant team tasked with driving website traffic, converting that traffic into new business opportunities, nurturing and helping convert those leads into new business customers.

Reporting to the Business Unit Head, you will work closely with suppliers, partners, and external agencies to implement new and updated content, develop our digital media strategy, assist with customer events and help to enhance our brand awareness. Together, these activities will help generate demand for our software and services from decision makers within our target markets.

You will help build, manage and execute our digital marketing strategies with a primary focus on generating new business opportunities (leads) through the execution of successful digital marketing and social media activities.

This is a hands-on role and offers someone the opportunity to develop their skills across the full marketing mix, with particular focus on digital and content marketing. This is truly an opportunity for the right person to design, shape and improve our go-to-market proposition and grow this role to become our business unit marketing manager. As well, you will buddy up with our FMS Marketing Manager whom you will be able to bounce ideas off and who will help you to develop our marketing strategy.

Key responsibilities include:

- Plan, create, deliver and analyse content marketing campaigns in line with business objectives
- Monitor social media accounts (LinkedIn and Twitter) including creating, editing and scheduling social media content to drive engagement and interest from prospective customers
- Produce content for new business audiences including mailshots, newsletter articles, blog posts, white papers, guides, infographics and promotional datasheets
- Write content optimised for search engine results using SEO best practice techniques
- Keep up to date with energy market trends, IT automation and AI trends and our competitor developments to influence content marketing campaigns
- Manage and update our website content and monitor, track and analyse website traffic, providing monthly performance reporting
- Help develop and arrange webinars and podcasts
- Oversee pay per click (PPC) ad management against budget
- Write copy for email marketing campaigns
- Identify new trends in digital marketing, evaluate new technologies and ensure the Touchstone brand is at the forefront of industry developments, with particular focus on micro sectors
- Attend product launches and networking events as agreed with management
- Work on any other project as reasonably requested by management

Key skills and attitude:

Previous experience within a B2B software / technology marketing environment, plus experience of the energy sector or ERP systems market would be a distinct advantage, but not essential. You must be a highly motivated self-starter with excellent attention to detail, passionate about technology and keen to learn.

- **Content Marketing skills:**

Working with our Group FMS Marketing Manager, develop content using your skills but be able to adopt a style, tone, and voice for content aimed at different niche markets - must be passionate about writing and editing online and offline content

- **Campaign management:**

You will be financially rewarded from demonstrating ownership and success for delivering end-to-end campaigns that result in new business

- **Communication skills:**

Be able to coherently explain our business to those who may not understand what we do, but also work with external web-design and tele-marketing agencies, and have the ability to co-ordinate best use of such resources

- **Video editing skills:**

Using your social media skills, develop, edit and publish video content using different social media platforms to promote our software and services

- **Web development skills:**

We expect you will have a sound knowledge of search engine optimisation and have advanced Word and PowerPoint skills. You will also have experience of using content management systems such as WordPress, Modx, Squarespace or similar

- **Project management skills:**

You must be good at handling time-sensitive projects; working to deadlines and within allocated budget

- **Agility and attitude:**

You will need to have an agile mindset, be a creative thinker with a can-do attitude

Experience:

- Worked for at least 18 months in a similar role and who now wants to join a larger organisation for career progression and become an integral part of a team
- Preferably worked in the high-tech, social media or software industries
- Graduate level, preferably with a degree in Marketing and or Social Media

Benefits package:

- Salary is dependent upon experience
- Company pension, healthcare and company insurance benefits package
- Quarterly bonuses based on meeting targets and performance
- Contribution towards skills development and learning
- Access to independent financial planning advisor
- Contribution towards gym membership