

MARKETING EXECUTIVE | JOB SPECIFICATION

About inTEC

We are a UK wide group of ICT (Information & Communications Technology) experts enabling businesses and organisations to work smarter through technology. We specialise in the design, implementation and support of a range of Cloud services and business applications including I.T. managed services, I.T. infrastructure support, hosted collaboration, and mobile communication solutions. Across the group, we have a team of over 70 experienced staff members with office locations in Altrincham, Stockport, Staveley, Ulverston, Leatherhead and our head office in central Manchester. We expect to double the size of the Group within the next 18 months.

Our mission

Our aim is simple: to work with our clients to bring together organisation design, processes, and technology, to achieve business goals and deliver a standout customer experience. We are looking for enthusiastic people who are passionate about customers and want to be part of a fast-growing technology business with endless opportunity.

Role profile

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| Job title | Marketing Executive |
| Location | Manchester/home-based (some UK wide travel required) |
| Reports to | Group Marketing Manager |
| Hours | 37.5 |
| Salary | £30,000 p/a |
| Holidays | 22 days holiday - increasing by 1 day per year of service, capped at 25 days |

What will you be doing day-to-day?

At inTEC, marketing is about understanding businesses and organisations across all sectors — and building awareness about how our ‘work smarter’ solutions can satisfy their needs. We’re looking for an experienced and versatile marketing professional who is hungry to do this and more. Our ideal candidate will plan and manage successful cross-sell and upsell marketing activity between our acquired businesses as part of our on-going growth strategy. They will be comfortable with day-to-day marketing activities, as well as long-term strategy, thriving with tight deadlines and changing needs.

If you would like any extra information, feel free to contact us with questions:

peopleandculture@intecbusiness.co.uk

Overview of the role

- Responsibility for marketing support for a number of acquired businesses within the inTEC Group – the objective being to coordinate a programme of campaign activity
- Establish positioning, identify target audiences and develop marketing plans with specific objectives across different channels and segments
- Lead the execution of B2B marketing campaigns from start to finish, leveraging internal support and driving collaboration
- Analyse customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies
- Create, maintain and conduct analytics reporting across multiple platforms and extract key insights for future campaign development and go-to-market strategies, complete with formal proposals and recommendations on tactics
- Regular contact with third party agencies including web developers and graphic designers

Company and department responsibilities

Full details of the role will be discussed with you at interview, so you can ask any questions you may have.

- Develop creative briefs and guide creative direction to meet objectives for all advertising and public-facing communications, including print, digital, and video assets
- Conceptualise and execute on multi-channel campaigns across the prospect and customer lifecycle, ensuring the alignment of communications and messaging across all channels
- Manage content and updates for customer and internal touch points, establishing budget guidelines, participating in events and documenting business processes
- Gather customer and market insights to inform outreach strategies, increase customer conversions and generate more qualified leads
- Identify effectiveness and impact of current marketing initiatives with tracking and analysis, and optimise accordingly
- Present ideas and final deliverables to internal and external teams, and communicate with senior leaders about marketing programs, strategies and budgets
- Assist with coordinating internal marketing in line with inTEC's culture programme

Personal attributes

- Creative
- Organised
- Innovative
- Team player
- Attention to detail
- Good business acumen

Qualifications and experience

- Essential:
 - Bachelor's degree in marketing, business or related field
 - Proficiency with online marketing and social media strategy
 - Excellent written and verbal communication skills
 - Proven experience developing marketing plans and campaigns
 - Experience with marketing automation and CRM tools
 - Strong project management, multitasking and decision-making skills
- Desirable:
 - Knowledge of the technology/IT field
 - Experience of using WordPress
 - Experience of SEO, Google AdWords and paid social media activity
 - Graphic design skills

Our Culture

The I.N.T.E.C. Values are at the heart of everything we do with our people and customers. We have a team of Culture Champions who ensure inTEC is a fun, fair place to work where everyone feels valued and seizes their opportunity to grow.

INNOVATION - we are excited by the solutions that our technology creates

NURTURE - we support and develop our people to succeed

TEAMWORK - we collaborate with our customers, people, and partners for growth

EXPERTISE - we are passionate about sharing our knowledge

CUSTOMER - we are proactive and always go the extra mile for every customer

Our Community

Corporate Social Responsibility (CSR) is very important to our business and our team. Our approach to CSR is based on the following principles:

- To maximise the benefits that our work has on the people around us
- To integrate CSR into strategic and operational decision-making
- To comply with all applicable legislation, regulations, and best practice

We consider CSR from three distinct perspectives:

- **Community** - helping people understand the role we play within the community and contributing our expertise to enhance the work of charities, sports clubs, and volunteer groups
- **People** - finding and developing great people throughout their inTEC journey
- **Environmental Management** - managing our impact on the environment in a responsible and ethical manner

Further information

www.weareintec.co.uk

www.linkedin.com/company/intecbusiness/

Next steps

Please email your CV and covering letter or any queries you may have to our People and Culture Department at: peopleandculture@intecbusiness.co.uk