

# Marketing Executive

## Marketing Department

### Main Purpose

The role of Marketing Executive is to assist the Marketing team in the execution of the EMEA marketing plan in order to maximise sales of BigHand's solutions in to the EMEA Legal & Professional Services market.

The Marketing Executive is expected to contribute to and deliver marketing campaigns. This will involve using their creativity to help drive lead generation through the use of multiple marketing channels, both on and offline. In addition to this, maintaining data integrity and diligent use of the BigHand CRM is key to the role.

This role is ideally suited to someone looking to move from a Marketing Assistant role into a Marketing Executive role where they will gain experience in the full Marketing mix and have ownership and responsibility for delivering key campaigns and events, for a market-leading software company.

### Background Information

BigHand is a leading software technology company with a big difference. It's not just what we do, but how we do it. We specialise in speech, task delegation, document creation and process improvement solutions that help our customers achieve more in less time.

Our vision is to be the industry's preferred, most supportive and helpful technology partner.

We aim to achieve this by harnessing our genuine enthusiasm and skill for helping busy people be more effective.

### Key Responsibilities/Accountabilities

- To assist the EMEA Marketing Managers to ensure effective implementation of the marketing strategy, both on and offline, promoting the growth of the business
- To manage the EMEA social strategy
- To plan and execute campaigns for our SaaS products to drive incoming leads
- To maintain integrity of data held within Salesforce and promote comprehensive use of the system across the EMEA team
- To plan and co-ordinate email campaigns
- To manage and execute the logistics, delivery and analysis of the EMEA Marketing events schedule
- To regularly update content on bighand.com
- To conduct market research and competitor analysis, and communicate as required
- To assist in launching new products to market
- To assist with presentations and collation of collateral when requested
- To assist in the design and production of new collateral
- To liaise with and build relationships with third-party suppliers
- To help market internal campaigns/activities

### Skills/Experience Required

- Have at least 2 years of experience in a marketing role
- University degree or professional equivalent
- Strong writing skills
- Ability to manage multiple projects and prioritise accordingly
- Experience analysing and reporting on marketing activities, in particular analysing ROI from campaigns and lead nurturing

- Strong communication skills
- Ability to work as part of a team
- Self-confident, self-motivated, driven and capable of working on own initiative
- Well organised with a thorough approach
- Good knowledge of Microsoft Windows & Microsoft Office
- Keen attention to detail
- Ability to execute tasks in a high-pressure environment
- Enthusiastic with a can-do attitude

#### Technical Skills/Experience

- CRM system management
- Web content management
- Email campaign set up
- Strong writing skills

#### Desirable Skills but not essential

- Marketing related degree or professional qualification desirable
- Experience of the following systems:  
SalesForce CRM, Pardot Marketing Automation, Adobe InDesign, ContentCal

#### Environment

- Hours are 9:00am to 5:30pm, Monday to Friday with the role predominantly based in the company's offices (27 Union St, London, SE1)
- Use of a telephone and computer
- Travel by train, plane or car
- Comfortable with long distance travel and overnight stays
- Sitting for extended periods of time

#### Reporting to:

- EMEA Marketing Manager

#### Occupational & Health and Safety

Employees are responsible and accountable for:

- Compliance with workplace policies and procedures for risk identification, risk assessment and risk control
- Active participation in activities associated with the management of workplace health and safety
- Identification and reporting of health and safety risks, accidents, incidents, injuries and property damage at the workplace.

The above job description is a guide to the work you may be required to undertake but does not form part of your contract of employment and may change from time to time to reflect changing circumstances.

To apply, please email your CV to [Grace.Coxall@bighand.com](mailto:Grace.Coxall@bighand.com).