



Marketing Co-ordinator

JOB DESCRIPTION

About iplicit

iplicit is an award-winning Cloud-based software company. We help finance teams 'step-up' to next-generation finance software, typically switching from older technology like Sage, Exchequer and Access or moving to more comprehensive, mid-market cloud accounting to enable their growth plans. Our customers are medium-sized organisations spanning a variety of industries, including nonprofit, technology companies, financial services, recruitment, education, and accountancy sectors.

We are a fast-growing company and our headquarters are in Westbourne, Bournemouth. iplicit has an experienced staff base and prides itself on being a flexible employer.

We are looking to recruit an experienced Marketing Co-ordinator to work with the marketing team of 5 and to support new clients and partners as they come on board.

JOB PURPOSE

Your role as **Marketing Co-ordinator** will be to work with the Marketing team of 5, to executive a wide variety of marketing initiatives that enables iplicit to meet its marketing objectives.

You will help with the planning and execution of marketing campaigns, assist with event organisation, create content for social media, manage website updates, organise webinars, create graphics for online advertising campaigns and use Hubspot to execute email campaigns. You will be involved in every facet of the marketing department.

This role requires someone who is highly organised, loves to work on a myriad of marketing projects, taking the initiative to progress things under their own steam that need doing. We are a wonderful team, working on a hybrid model, supporting a fast-growing company. The ideal candidate must enjoy working in a busy, but fun team, with lots of internal stakeholders (sales team and the wider organisation).

SPECIFIC DUTIES

- Support the Marketing team in executing the agreed marketing activity.
- Assist in keeping Hubspot and our website up to date.
- Create content for social media and co-ordinate our social media activity.
- Assist with the delivery of our marketing campaigns: data, emails, graphics, webinar organisation, liaising with presenters, putting together slide decks (Powerpoint).
- Ensure all output meets the iplicit brand guidelines, has a consistent style and quality.
- Support the marketing team and key stakeholders in the business with their marketing needs - including Sales and other employees.
- Maintain project progress updates on Monday.com
- Create and maintain image library in keeping with our brand guidelines for use on a variety of media.
- Produce the internal newsletter monthly.
- Assist with company event organisation (Summer and Christmas parties).
- Update Sharepoint with all assets.
- Manage our customer review gathering process across all review sites.

OTHER DUTIES



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- Report on marketing activity
- Work & communicate effectively.
- Help to maintain an optimal environment for working by ensuring tidiness and cleanliness.
- Help to ensure that a safe working environment is maintained.
- Carry out other ad hoc duties as required to enable the delivery and furtherance of the Company aims and objectives

ROLE CRITERIA

- 2-3 years marketing experience working in a B2B marketing department.
- Excellent communication and writing skills, with excellent attention to detail.
- Ability to work to tight deadlines and handle several projects simultaneously.
- Experience using a content management system (e.g., Hubspot) (desirable though training will be given).
- Experience and confidence liaising with internal stakeholders, teams, and external parties where required (agencies, press, etc.).
- Familiarity with social media platforms, analytics, and trends.

About you:

- Performance and results-oriented
- Excellent organisation skills
- Excellent stakeholder management
- Positive, 'can do' approach and collaborative attitude