

## Digital Marketing Executive

Tollring is a market leading software developer providing data visualisation and business intelligence tools that help manage, understand and control a wide array of communications information, resources and assets.

With offices in the UK, the USA, India and Australia, Tollring specialises in business communications analytics, call recording solutions, telecoms expense management and fraud management systems for network carriers and CSPs. Our innovative solutions are developed in-house and distributed via an extensive channel partner network to over 31,000 businesses globally.

## Why we need you

It's an exciting time for Tollring; we're growing apace, and with multiple product lines backed by serious R&D investment, we need to grow our marketing communications team. As a result, we are looking for a Digital Marketing Executive to drive the growth of new and established SaaS (software as a service) products, responsible for the management and implementation of digital marketing strategy throughout the customer journey, including post sale.

- Reporting to the Marketing Communications Manager, you will be responsible for the management of web property strategy and implementation, and co-ordinating with campaign, graphic design, and administrative functions to achieve results on time and on budget and progression of short and long-term projects in line with business objectives.

This is a varied role with the opportunity to contribute to and learn from many areas of the business, offering wide scope for growth and progression for the right candidate.

## You will:

- Taking ownership of web property strategy and implementation, including organic and paid search, content, and design.
- Owning the social media strategy, implementation, and delivery.
- Coordinating campaign, graphic design, and administrative functions to achieve results on time and on budget.
- Responsible for the creation and implementation of digital marketing communications plans for our software brands, in line with company strategy.
- Continuously improving our digital marketing communications to prospects and customers to improve conversion rates.
- Implementation, improvement and management of measurement and reporting systems that demonstrate the success of these plans and activities.
- Presenting on successes and outcomes to colleagues within multiple departments and at a variety of levels in the company, feeding back critical intelligence to inform wider business strategy.
- The subject-area expert for wider marketing team to ensure best practice digital marketing across campaign, partner programmes and customer engagement functions.
- Any other ad-hoc tasks, as required from time to time.

## Your skills

We are keen to meet people that have a minimum of 4 years' experience in a similar role building web pages, performing PPC campaigns or activities, and can demonstrate a solid understanding of digital marketing campaign management, data plumbing, a strong understanding of marketing principles with strong commercial awareness with a high attention to detail. We expect that you will have a degree, preferably in marketing, and experience in a B2B SaaS or tech environment will be an advantage.

The successful candidate will be:

- 4 years' experience within a similar role.
- Sound understanding of marketing principles.
- Data plumbing experience: conversion tracking, attribution, and analysis.
- Hands-on experience building web pages in Wordpress.
- PPC on search platforms.
- Experience of writing copy and proofreading.
- Efficient and organised.
- High level of attention to detail.
- Excellent verbal and written communication skills.
- Able to work autonomously, as well as actively contribute as part of the team.
- Self-motivated and proactive.

Desirable Skills:

- Degree educated or a similar professional qualification.
- Experience within the B2B SaaS or telecoms industries.
- Sound understanding of marketing principles with strong commercial awareness.
- Experience with Looker Studio or similar: creating automated reporting infrastructure across multiple data sources.
- Hands-on experience building web pages with a wide range of WordPress themes and templates.
- PPC on a range of platforms including search and social (e.g. Reddit).
- Excellent copywriter and proofreader.

## Personal Attributes

The Tollring corporate values are: Teamwork, Energy, Integrity and Performance. The ideal candidate will be representative of these corporate values:

- A good team player with a 'can-do' positive attitude, who can use initiative.
- Possess excellent attention to detail and take pride in the quality of their performance.

- Clear communicator, both written and verbal, with excellent interpersonal skills
- Personable, decisive, adaptable, presentable, and articulate

### Remuneration, Benefits and Working Hours

- The role is a full-time position, 9am until 5.30pm Monday to Friday with flexibility to work from home on agreed days of the week.
- Competitive salary
- 22 days holiday increasing every year up to a maximum of 25 days.
- Company pension scheme

### Training and Progression

Tollring values its staff, offering career development opportunities to those that are successful.

- A training plan will be provided, discussed, monitored, and reviewed for the duration of the probationary period.
- On successful completion of probation, a further development plan will be produced, discussed, and then reviewed on a quarterly basis.
- There will be opportunities for progression as the company grows and as expertise is developed. These will be discussed in reviews or as appropriate.

### How to Apply

Please send a covering letter, together with your CV, to [recruitment@tollring.com](mailto:recruitment@tollring.com).