

Marketing Administrator

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, including some exciting new launches, we need to grow our marketing communications team. As Marketing Administrator, you'll be working at the heart of the team in a varied role that includes the coordination and analysis of internal and external events, management of the budget, producing internal communications, and compiling reports on the success of marketing communications activities.

Reporting to the Marketing Communications Manager, you will be responsible for the management and implementation of various social media, campaign and digital marketing plans 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:

- Add content to websites via our WordPress-based CMS, including blog posts, and complete processes to maximise their SEO success.
- Assist with the implementation of the social media, campaign, and digital marketing plans.
- Assist in the coordination and execution of marketing campaigns, including email marketing, social media promotions, and online advertising.
- Collect data from a range of sources to create graphical success reports. These will be for internal and external use, both scheduled and ad-hoc.

Event Coordination:

- Responsibility for collecting and presenting information to inform decision-making around online and offline event participation, including webinars.
- Responsibility for coordination and delivery of agreed events, including identifying the need for and leading coordination meetings. Also includes logistics of event materials, meeting exhibitor deadlines, liaising with suppliers, ordering equipment and travel and accommodation for staff.
- Responsibility for collating, organising and implementing feedback, including capturing MQL and SQL counts to that ensure effective success reporting can take place.
- Responsibility for organising internal events, for example twice-yearly business planning event, annual BBQ and Christmas party.

Administration:

- Responsibility for day-to-day management of marketing budget, including invoice management, logging changes, reporting on accruals, and working with accounts team to ensure all spend is properly accounted for.
- Assist colleagues with the effective management of customer data within our CRM system and campaign management tool.
- Assist with the execution of internal communications, for example monthly newsletter and subject-matter expert show and tells.
- Assist colleagues with PowerPoint and Word document templates, helping them to ensure that their outputs are high quality and within brand guidelines.
- Briefing suppliers, checking proofs, and ordering branded merchandise and materials for wider business use.
- Audit of SharePoint materials to ensure effective knowledge share.
- Provide general administrative support to the marketing and leadership teams, including scheduling meetings, managing calendars, and handling travel arrangements.
- Front of house duties as required, including meeting room preparation, greeting visitors, accepting deliveries.
- Complete fortnightly audit of kitchen, IT, and office supplies to allow finance to initiate orders.
- Assistance with onboarding new starters.
- Any other ad-hoc tasks, as required from time to time.

Your skills

We are keen to meet people that have a minimum of 2 years' experience in a similar role, and can demonstrate a solid understanding of event management, administration, coordinating and executing on event plans and social media and editing content within WordPress. 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:

- 2 years' experience within a similar role.
- Basic understanding of marketing principles.
- Experience coordinating and executing on event plans.
- Experience editing content within a web CMS.
- Excellent verbal and written communication skills.
- Experience briefing suppliers for print, branded merchandise, and events.
- Efficient and organised.
- High level of attention to detail.
- Comfortable working in a fast-paced environment.
- Unperturbed by technical jargon.
- Able to work autonomously, as well as actively contribute as part of the team.
- Self-motivated and proactive.

Desirable Attributes:

- Experience within the B2B SaaS or telecoms industries.
- Sound understanding of marketing principles with strong commercial awareness.
- Experience of being responsible for driving event plan.

- Experience editing content within WordPress.
- Experience of writing copy and proofreading and presenting to colleagues at all levels.

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.