

Digital Marketing Manager, Uxbridge (UK), Hybrid working

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 Digital Marketing Manager, you'll be at the heart of an enthusiastic and supportive team responsible for the management and implementation of digital marketing strategy throughout the customer journey, including post sale.

Reporting to the Marketing Communications Manager, this is a varied role with the opportunity to contribute to and learn from many areas of the business. There's also the potential to assume a management role within the Marketing Communications team for the right candidate.

You will be:

- Responsible for the creation and implementation of digital marketing communications plans for our software brands, in line with business strategy
- Measuring and reporting on the success of these plans
- Taking ownership of web property strategy and implementation, including organic and paid search, content and design
- Continuously improving our digital marketing communications to prospects and customers
- Maintaining our social media presence across all digital channels
- Coordinating campaign, graphic design and administrative functions to achieve results on time and on budget
- The subject-area expert for wider marketing team to ensure best practice digital marketing across campaign, partner programmes and customer engagement functions

You are:

- Able to demonstrate a sound understanding of marketing principles, online strategy and commercial awareness, and the ability to apply these within the B2B SaaS and telecoms industries
- Conversion-focussed, with experience in measuring success of activities and reporting these at multiple levels of the business
- Happy to get hands on managing responsive websites and making changes via CMS (we use WordPress and Weebly)
- Able to work independently and within a team environment (experience of managing a small team is an advantage)
- A strong, independent decision-maker with organisational, planning and problem-solving skills
- Comfortable with learning technical acronyms and new technology
- Energised by a busy, dynamic and varied environment



- A great copywriter and proofreader
- Able to demonstrate excellent spoken and written English
- Computer literate (Microsoft Office, Adobe Creative Suite and website CMS, specifically WordPress skills)

We expect that you will have a degree, preferably in marketing, and a minimum 5 years' experience in digital marketing. You will have a solid understanding of online marketing SEO, Google Analytics, PPC / Google Adwords and social media. Online community management experience will be an advantage.

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
- Adaptable, accountable and results-oriented with a customer service approach

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
- Salary range £37-42K per annum
- 22 days holiday increasing every year up to a maximum of 25 days
- Company pension scheme, group life assurance, group income protection, employee assistance programme (EAP)

Training and Progression

Tollring values its staff, offering career development opportunities to those who 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 your CV to recruitment@tollring.com. We would love to receive a covering letter, too.

The closing date is 15th April 2022.