



Marketing Executive

About the role

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 Marketing Executive to deliver on our strategy to generate new business and to support business growth across our existing routes to market for our SaaS products.

Reporting to the Marketing Communications Manager, you will be responsible for the management and implementation of various multi-channel campaigns, 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:

- Develop and drive the marketing campaign plan, raising issues and risks in order to ensure activities are delivered in line with the strategy and objectives for each business unit.
- Ideate and implement new projects and activities, including multi-channel campaigns, supported by the Digital Marketing Manager, Graphic Designer and wider team.
- Create compelling copy for a range of marketing materials, including emails, landing pages, lead magnets and social media.
- Collaborate with the Marketing Administrator on in person and virtual events.
- Have overall responsibility for analysing and reporting on campaign effectiveness.
- Maintain a culture of test and learn to drive continuous improvement of messaging and market segmentation.
- Ensure brand and corporate identity is consistent across campaigns, maintaining a high standard throughout.

Your skills

We are keen to meet people that have a minimum of 4 years' experience in delivering marketing campaigns or activities, and can demonstrate a solid understanding of campaign management, marketing automation, email marketing and social media. 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:

- A great copywriter and proof-reader
- Able to identify new audience segments and create appropriate messaging in line with defined objectives
- Data driven, enjoying the process of analysing results across different channels.
- Organised, with strong planning and problem-solving skills.
- Able to prioritise effectively to meet deadlines.
- Happiest when given the freedom to work autonomously, but with great support from managers and the wider team.
- A great communicator with excellent stakeholder relationship and management skills.
- Comfortable with learning technical acronyms and new technology.
- Energised by a busy, dynamic and varied environment.
- Able to demonstrate excellent spoken and written English.
- Computer literate, with excellent Microsoft Office ability. Experience of Zoho CRM and email marketing a strong advantage.