

## **edison365 Inc**

**Job Description:** Marketing Specialist

**Location:** Bellevue, WA

**Basis:** Full / part-time role, flexibility of work location offered after probation period

### **Outline of role**

edison365, head quartered in Marlow, UK, opened its first office in Seattle in June 2018 and due to rapid expansion now seeks an experienced Marketing Specialist to join its team.

This is an exciting role for someone who wants to build on their experience of working in a fast-paced marketing environment. Reporting directly to the EVP, with a dotted line into the Head of Client Engagement & Communications, UK, the role holder will create successful segmented integrated campaigns to known personas with agreed value propositions.

The successful candidate will have a demonstratable background in delivering high quality events either directly, with partners or through third party managed events, always with a strong focus on quality lead generation.

In addition, some event and sales follow-up will be required by either personal email and telephone follow-up.

### **Responsibilities**

- Create integrated marketing campaigns to support pipeline generation, ensuring that there are agreed KPIs and lead tracking in place. Asset creation to support these campaigns will be a key element of this role and will include: -
  - New web page development (with support from the Parent company for top 3 items)
  - Electronic direct mails
  - Landing pages
  - Collateral
  - Case studies
- Update CRM system with leads generated, tracking effectiveness and cost per lead
- Work with colleagues to ensure that all campaigns are digitally optimised, including
  - Social content – for existing and new sites
  - SEO for new web pages and blogs
- Develop assets that support key GTM within the US market
- All marketing elements to be delivered on-brand and to an agreed budget
- Work with US thought leader to create new blogs and white papers
- Support direct customer contact for information follow-up and scheduling
- Travel within North America will be required but agreed in advance. Expected to be less than 20%.

## Experience

### Essential:

- Strong communicator with excellent copywriting skills – web, print and direct mails
- Excellent attention to detail
- Experience of working at Marketing Specialist level within a business-to-business IT environment, working with several internal stakeholders
- Agency management experience
- Events management experience – with multiple events at differing stages of development and with different vendors
- Experience of building emails and landing pages to support webinars and direct mail
- Confident updating and working with CRM (Microsoft Dynamics 365)
- Ability to work to tight deadlines and within agreed budgets
- Customer engagement experience (sales, event booth participation, etc. - or strong willingness to learn)
- College degree or equivalent experience.

### Desirable:

- Experience of working within a software industry
- Photoshop or other design software
- Written and verbal competency of Spanish
- Valid and clean driving licence.

Please send your application to [hello@edison365.com](mailto:hello@edison365.com)