

Join a team unleashing potential in ourselves and others

Job Title: Marketing Executive

Full-time

Location: Remote based in UK

We are Kallidus

As one of the UK's fastest growing software companies, we create outstanding products and deliver market-leading customer experience.

Our solutions support the entire employee lifecycle, from recruitment to training to performance management; we improve the performance of both individuals and the organisations they work for.

And with more than 40 industry awards, we believe our software is the best in the industry.

Right now, we're in hyper-growth and we're growing from around 150 people to 500 over the coming years. With any number of career paths waiting for you, this is a fantastic opportunity to develop your career. Are you ready to unleash your potential?

Reporting to:

Marketing Manager

Job role and purpose:

We are looking for a marketing executive with a keen eye for detail and a focus on implementing and delivering digital marketing campaigns that convert, driving new business opportunity through lead generation and leveraging digital marketing channels. This role will involve working closely and collaboratively with the entire marketing department and external agencies to ensure delivery of effective, revenue generating marketing activities.

The role contains the following responsibilities:

- Campaign Planning and Production – deliver world-class inbound marketing that engages target personas and helps achieve marketing targets.
 - Using appropriate tools, plan and deliver marketing campaigns, working with the marketing team to ensure timely delivery.
 - Deliver appropriate marketing campaigns to help achieve overall marketing goals, including (but not limited to):
 - Campaign management
 - Emails
 - Nurture campaigns
 - PPL
 - Webinars
 - Video
 - Monitor performance of marketing campaigns and adjust / refine content to improve performance.
- Email Marketing
 - Work with Digital Marketing Manager on Kallidus email strategies and campaigns, including:
 - Nurturing / Lead flows

- Newsletters, Trigger emails and content delivery
- A/B testing and overall email performance analysis
- Use email best practices, and analysis to deliver sales-ready leads.
- Building emails in Hubspot; running tests to maximise success and conversions

Wider marketing activities including collaboration on content production, campaign planning and strategy. This is a fast-paced role with excellent career progression opportunities for candidates who want to embrace the Kallidus' core values of Integrity, Collaboration & Curiosity.

Ideal candidate:

- Able to work to tight deadlines.
- Great organisational skills – juggling varying deadlines and competing demands.
- Success focused – target driven.
- Able to manage own workload and prioritise tasks according to changing requirements.
- Good understanding of modern marketing tools (and able to adapt to use new tools), such as:
 - HubSpot (Marketing Automation)
 - WordPress
 - Salesforce (CRM)
 - Email Marketing tools
- Great communication skills – working with external providers and internal stakeholders to ensure plans are executed effectively.

Qualifications and experience:

- 1-2 years' experience in a similar marketing role
- Degree educated desirable but not essential

Benefits:

- 25 days holiday rising with service
- Birthday holiday
- Pension
- Private Medical
- Perkbox
- Annual bonus based upon personal and company performance
- Free gym based in Bristol
- Continued professional development

Life at Kallidus

People are at the heart of everything we do and the key to our success, so its important that we recruit more amazing people who share our values.

Curiosity, integrity, collaboration – these are the values we live by and you'll see them everywhere at Kallidus. You need to be driven to ask questions and to find out *why*. You need to be true to your word and do the right things for the right reasons. And you need to be proud to be part of something bigger; working with others will come naturally to you.

Working as part of a close-knit team that likes to have fun, we'll help you develop and grow in a supportive environment. We work remotely but we also have open and welcoming offices in Bristol where you can head anytime to collaborate.