



**INGENTA PLC
JOB DESCRIPTION**

JOB TITLE: Direct Marketing Executive

JOB REF:	ING253	COST CENTRE:	99-460
DIVISION/DEPARTMENT: Marketing			
REPORTING TO: Head of Marketing and Communications			
JOB TYPE: Full Time			
LOCATION: Oxford			

PURPOSE OF JOB

1. Direct Marketing activity owner and CRM Administrator
2. Day to day implementation of direct marketing campaigns
3. Grow sales prospect contact database and manage using a CRM
4. Marketing support – assist the marketing team in other marketing initiatives as necessary

In this direct marketing role, you will be promoting products, services, and brands to an audience of both existing and potential customers. You will help increase sales by raising the profile of your business, through targeted promotional marketing campaigns and strategies.

The ideal candidate will be IDM qualified and have demonstrable B2B direct marketing experience, gained in software sales, advertising, online services, or publishing.

The successful candidate will be able to implement direct marketing activities, offer example(s) of previous campaigns and double our reach in target markets in the first three months in role.

KEY RESPONSIBILITIES

- Lead generation list maintenance – maintain lists of prospects for all our products
- Devise, schedule and deliver eDM campaigns (as part of integrated marketing campaigns for sales lead generation and awareness activity)
- Online campaign management, including concept creation, critical path creation, execution, reporting and analysis
- Undertake ongoing competitor research and benchmarking
- Support the Marketing Manager as they deliver Ingenta corporate presence at events (supervising set up, providing concierge service to the sales team and co-ordinating stand tear-down, which may occasionally require travel within the EU)
- Provide weekly status update reports on own work
- Contribute update metrics to the monthly report on competitive environment and direct marketing campaigns
- Delivering internal communications: including the in-house newsletter and organising internal staff meetings and social activities
- Marketing Support – assist the marketing team in other marketing initiatives as necessary.



MAIN/CORE TASKS

Delivery of direct marketing campaigns utilising email and digital direct marketing, together with social media marketing, to increase awareness of Ingenta, our products and services to our target audiences and generate sales leads.

Delivery of internal communications and events in a professional manner.

KEY SKILLS SUMMARY

The ideal candidate will have excellent verbal and written skills, a strong understanding of direct marketing and database management, social media for business skills and an eye for detail. Experience in delivering both tactical and long term email campaigns and analytics is important.

Skills

- Writing original material for direct mail and email, and direct channels including Twitter and Blogs
- Adapting and repurposing other written and designed material for direct mail and email, and direct channels including Twitter and Blogs
- Project management
- Communication
- Implementing direct marketing strategies with creativity and always meeting deadlines
- Working under pressure
- Organisation and multitasking
- Following instructions and having the ability to learn new systems and strategies quickly
- Negotiating
- Preparing reports based on research and performance results

Required:

- Standard office software packages: MS Word, Excel, PowerPoint
- Direct marketing automation software such as Dotmailer or Get Response
- Microsoft Dynamics CRM

Desirable:

- Adobe design suite
- WordPress

SPECIAL TASKS

Organising internal all staff meetings and preparing presentation materials
Supporting the Head of Marketing and Communications to organise both internal and external events.
Supporting the Marketing Manager with event-specific direct promotional campaigns.



FLEXIBILITY STATEMENT

The fast moving nature of the company's business also means that you may, from time to time, be asked to perform roles outside your original job description. This allows the company to utilise its people in the best possible way at all times and to help employees make their contribution to a changing environment.

INTERNAL RELATIONSHIPS

The role will require strong relationships with the rest of the marketing team (the Head of Marketing & Communications, Marketing Manager) and members of the sales team in the UK and US, administrative staff, accounts and the management team. Interaction with product and technical teams will be necessary.

EXTERNAL CONTACTS

This role may, from time to time, require contact and liaison with PR and creative agencies and other external suppliers.

Interested applicants should send their CV to recruitment@ingenta.com quoting the above job reference.