



CAMWOOD AND INFINITY MARKETING MANAGER

About Us

Camwood is a Modern Workplace and Applications IT specialist. Founded in 1999, we've been helping our customers digitally evolve their application and end-user environments for over 20 years.

We're a company that has innovation, automation, and deep technological expertise at its core. We listen to customers' needs and create tailored solutions to overcome their challenges. Numerous software solutions have been incubated by our team and they are now stand-alone businesses, including Rimo3, NexBotix and Infinity. Our first automation product, App-DNA, was sold to Citrix systems back in 2011.

We are in an exciting phase of growth, expanding our portfolio of solutions, services, and strategic partners to help take our business to the next level.

Our team at Camwood and Infinity are a credit to our success. Dedicated, passionate, customer-focused, and always ready to offer an honest opinion to deliver a better outcome. That outcome is readiness today for the technology of tomorrow.

Job Purpose: To execute the Camwood marketing strategy to achieve our overall revenue goals and play a supporting role in the launch and year 1 growth of Infinity.

Job Summary: Reporting directly to the Head of Marketing, you will be responsible for executing our multi-channel marketing strategy, measuring our success against clear KPIs and delivering regular reports across the channels in use.

Key deliverables:

- Implementing our omnichannel marketing strategy across Camwood and Infinity with the support of specialist agencies/ freelancers
- Driving inbound sales opportunities from a variety of marketing channels
- Establishing Camwood as thought-leaders in the enterprise IT and technology sectors
- Measuring and building on the success of all marketing activities against clear KPIs
- Managing inbound requests from all areas of the business and delivering against deadlines given

QUALIFICATIONS, SKILLS & EXPERIENCE:

Required:

We are looking for a dynamic, dedicated, and hands-on Marketing Manager to help build our marketing operations across both Camwood and Infinity. The ideal candidate is a marketing generalist, eager to roll up their sleeves to help us achieve our commercial targets across a variety of marketing channels.

- You have at least 4 years' experience in a similar role within the IT or technology industry.
- You are looking to make your mark in a fast-paced environment with the ability to run your own projects and campaign autonomously.

Camwood Ltd

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- You are comfortable working closely with sales and enjoy working towards shared revenue goals.
- You are a strategic thinker who can constantly refine and improve our marketing plans.
- You have outstanding copywriting skills across a variety of digital channels.
- You have strong commercial acumen with experience in generating leads from marketing channels. Building our brand is important but we are building a revenue-generating marketing team.
- You can confidently express and pitch your own ideas. As a small team, we want everyone to feel empowered sharing their opinions on our strategy and general marketing activity.

This role requires experience in the following areas:

CONTENT:

- **SEO:**
 - Keyword research, content creation, reporting and optimisation.
 - Managing our content plans, reviewing the quality of content drafted by the wider team and ensure SEO best practices are implemented.
- **Social media:**
 - Content creation for social media channels (LinkedIn and Twitter) with experience in monitoring industry trends and news.
- **Website and blog content:**
 - Managing and updating our website and blog content. (WordPress and Elementor)
 - Working alongside our freelance copywriters and our website design agency, you will be comfortable in leading projects that include design and content refreshes.
- **Email marketing:**
 - Growing our customer database and writing regular communications to our customers and prospects.
- **Events:**
 - You will support the Head of Marketing with our events schedule, creating the relevant content and promoting them to our target audiences to drive maximum attendance.

MANAGING EXTERNAL AGENCIES

Previous experience managing external marketing agency relationships is essential for this role. Working with our Head of Marketing you will help manage our agencies across:

- **PR** – setting the overall objectives and direction of our PR agency, hosting regular check-in calls and reporting on performance based on key objectives.
- **Paid advertising:** Predominately across Search and LinkedIn, you will play a key role in setting the strategy of our paid advertising with our agency teams, monitoring their performance, and creating the content and assets required to make our campaigns as successful as they can be.
- **Website design agency** – you will be able to craft a clear brief, liaise with our agency team and delivery the project in the agreed time frame.

SALES ENABLEMENT

Our marketing team is responsible for the sales enablement content and collateral that our sales team use daily. This role will include:

- Supporting our sales team on sales pitches and RFPs
- Delivering personalised sales campaigns to specific industry verticals

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- Maintaining, improving, and distributing sales collateral

PARTNER CHANNEL MARKETING

You will support the Head of Marketing with our partner channel marketing strategy which will include:

- Virtual events both internal for our partner's sales team and external to their customer base
- Partner sales collateral and promotional materials
- Email marketing to the customer-facing teams within the partner organisation
- Incentive scheme launches

ADDITIONAL SKILLS:

- You are comfortable with data, able to deliver reports and analyse data to continually optimise our performance
- Marketing platform experience necessary:
 - Google Analytics
 - WordPress and/ or Elementor skills (website design agency support available)
 - Mailchimp/ Campaign Monitor

PREFERABLE:

- GM2 strategy design and implementation
- Customer analysis experience
- Market sizing experience
- Basic design skills

PERSONAL ATTRIBUTES:

We are looking for a self-starting, ambitious individual with a strong track record of scaling IT or technology brands. There will be an opportunity to take your career to the next level within Camwood so we're looking for someone hungry for responsibility. We're looking for someone who is:

- Customer obsessed, able to empathise with their problems to offer creative solutions
- Good attention to detail while taking pride in your work and our brand
- Confident in sharing ideas and suggestions with a variety of people including the Leadership Team
- Collaborative and inclusive by nature
- Able to manage their time efficiently and comfortable with managing multiple deadlines at one time
- Able to work under pressure and at speed

The salary for this role will be between £35k-£45k depending on experience

If you think you could be a good fit for this role and you'd like to apply, please send your CV and covering letter to our hiring manager Jo Cseko on jo.cseko@camwood.com.

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