



MARKETING COMMUNICATIONS ASSISTANT

Location: Crawley, West Sussex, UK

Job Type: Full-time, permanent

Salary: £19,500-£25,000 (depending on experience)

Reports to: Head of Marketing

Job Summary

Due to continuous growth, we are looking for a motivated, creative and highly organised marketing assistant to join our busy team.

The successful candidate will support the delivery of Akixi's marketing strategy, promoting Akixi to all stakeholders through effective communications, whilst working to agreed objectives in a collaborative environment.

Using the full marketing mix, you will play a key role in driving awareness of the Akixi proposition, maximising engagement with existing channel partners and helping to attract new partners.

This is a new position within a growing company and, as such, there is potential to develop the role and make it your own.

What will the successful candidate be like?

This role would be suitable for an exceptional Business Administrator with a keen interest in marketing, or a Marketing Assistant looking for a new challenge in a fast-paced industry.

Excellent communication skills, the ability to multi-task, and strong attention to detail will be key to being successful. You should have at least two years' experience in a B2B environment, ideally in the technology sector.

A resourceful and enthusiastic individual with a can-do attitude, you will show a genuine interest in driving partner engagement, have the confidence to support on key projects, and will enjoy being part of a small team in this successful company.

Due to the nature of the role, there may be an occasional requirement for overnight stays and travel, therefore a degree of flexibility is required.

About Akixi

Akixi is a fast-growing and profitable privately-owned company based in West Sussex, UK. Our portfolio of cloud-based real-time call and contact analytics software is delivered through our network of IT and telecoms partners around the world and we have over 7,000 active customer sites.

We are proud to have been recognised within the industry, winning the 'Best Analytics Platform' in the UC Awards 2020 and 'Best Call Management Solution' in the Comms National Awards 2020.

Akixi is part of the Cisco Partner Ecosystem and a member of the Cisco Solution Partner Program.

www.akixi.com

How to Apply

Email Jacquie Griffey at personnel@akixi.com with your CV and a covering letter stating why you want the role.

Key Responsibilities

Email Marketing

- Coordinate the development of email communications including campaigns-in-box (through-partner) and eshots (to-partner)
- Collate, develop and distribute Akixi e-newsletter
- Review, update and segment partner data to ensure more effective targeting

Event Coordination

- Work with the team to coordinate all event logistics
- Implement and communicate effective lead capture methods
- Liaise with the wider team to agree representation, ensuring all events are supported with relevant sales, product and marketing resource

Marketing Collateral

- Work with Head of Marketing and external suppliers to develop marketing messages and assets - online and offline - including proof reading
- Coordinate the development and production of new collateral to support product releases and campaigns
- Ensure existing collateral is kept up to date
- Work with internal and external stakeholders to create case studies and testimonials - from identifying opportunities through to publication and promotion
- Maximise promotion of collateral across all marketing channels including Akixi website

Marketing Technology

- Day-to-day administration of marketing systems, in particular the partner portal - including registration enquiries, uploading new content and updating existing resources
- Day-to-day administration of website CMS (WordPress) including content updates, news and events pages, blog articles, etc.
- Optimise and maintain marketing data and mailing lists, ensuring platforms support sales and marketing processes and comply with GDPR
- Responsible for managing all social media content and maintenance of social platforms

Brand Management

- Be an Akixi brand ambassador, ensuring internal and external application of our brand meets set guidelines
- Responsible for branded merchandise - managing stock, ordering, arranging artwork
- First point of contact for all branding enquiries

Additional Duties

- Administration of marketing budget and POs
- Collate and report on monthly marketing KPIs
- Build relationships with suppliers (designers, printers, etc.)
- Keep up to date with marketing and industry trends
- Be proactive in suggesting areas for improvement
- Any other duties as required

Qualifications and Experience – Essential

- At least 2 years' experience in a B2B environment
- Excellent organisation skills
- Exceptional attention to detail
- A good communicator, highly proficient in spoken and written English
- An interest in technology and analytics
- Able to manage multiple tasks
- Strong IT skills, especially Word, Excel and PowerPoint
- Willing to work independently and as part of a team to ensure goals are met
- Flexible and open to change
- A commitment to delivering an outstanding customer experience

Qualifications and Experience – Desirable

- Experience managing external suppliers
- Experience in the IT/software industry
- An understanding of the customer journey and buying cycle
- An understanding of GDPR in relation to B2B marketing
- Experience with WordPress or other CMS
- Event management experience

Agencies

Recruitment agencies and other recruitment product providers who are registered on our Preferred Suppliers List and have agreements with Akixi Limited will be the only agencies and recruitment service providers we will use.

Please do not forward speculative CVs to Akixi Limited or its employees without prior authorisation. Akixi will not pay any fees related to candidates that have been introduced by suppliers not on our approved list.