

MARKETING EXECUTIVE

Full time, permanent position

Salary : £22k minimum, depending on experience

Based at Timberbush, Leith, Edinburgh

This marketing role is important for the effective implementation of growth plans for two discrete companies, Mapix technologies Ltd and Trackplot Ltd.

MAPIX technologies Ltd

Established in 1996, Mapix is a leading geospatial engineering company, offering specialist, geospatial data solutions which improve their customers' commercial decisions and performance.

The company has accelerated into the mainstream, with many large organisations taking an interest in their products and services, which appeal to a wide range of industries from Survey & Mapping, Automotive, Mining, Fisheries and Highways industries to the Academic sector. Under the Routescene brand, Mapix recently launched a cutting edge 3D mapping tool, specifically designed for UAVs.

<http://www.mapix.com>
<http://www.routescene.com>

Trackplot Ltd

Established in 2009, Trackplot provides a niche lone worker solution, targeted particularly to people who work outdoors, which allows people who work alone to keep in touch wherever they are. The Trackplot Portal is a unique online interactive mapping tool which integrates with the latest GPS devices and satellite communication technology.

www.trackplot.com

Attributes and skills required of the successful candidate:

- Graduate with 3 or more years marketing experience, preferably within a technology business; the ability to explain clearly the business benefits of an IT solution is necessary
- Pragmatic to identify business critical tasks, prioritise work accordingly, meet deadlines and multi-task across the two businesses
- Practical with good planning and organisational skills
- An implementer to ensure plans are delivered and results are analysed
- The ability to write engaging website content, press releases and other marketing literature
- Attention to detail to ensure communications are accurate and consistent
- A positive attitude and ability to work in a small team
- Excellent interpersonal skills including verbal, written, telephone manner and presentation skills
- Willingness to assist in other areas of the business as and when required

The objectives of the role:

Working with the Directors and sales team to:

- increase awareness of and strengthen the brands
- increase the number of prospects
- expand the opportunities in different sectors
- lead to increased sales

The role will involve, but is not limited to:

- develop, implement, review and report on the success of the marketing and communication plans for each business
 - for Mapix technologies Ltd targeted to specific international audiences; initial focus on the market leading products under the Routescene brand
 - for Trackplot Ltd, educating and engaging specific domestic audiences
- develop, implement, review and report on the success of specific marketing campaigns for each business
- assist with new product development plans by researching the opportunities
- market research to identify or confirm opportunities for the existing portfolio in new sectors
- ideas for content generation, develop and manage the content across all communications including 3 websites, forums, social media and e-newsletters
- organisation and attendance at events and exhibitions
- assist with the production of sales and exhibition materials
- propose and manage the marketing budget
- implement a customer feedback process to continually improve the product and service offering

CRM management in order to:

- develop prospect lists and segment data appropriately to use in marketing campaigns
- monitor the key points in the marketing process
- regular reporting on the success of marketing campaigns and sales against targets to review and refine planning over time

Experience with several of the following is desirable:

- Google Analytics or similar web reporting tool
- Email platform such as Mailchimp; CMS such as Wordpress
- Cloud based CRM
- Document and spreadsheet applications such as OpenOffice, Excel or Word
- Social media management and implementation such as Hootsuite

The job will be based in the Mapix office. It will involve travel across the UK and overseas to provide assistance at demo's, events and exhibitions. Clean driving licence desirable, transportation needs to be discussed.

Hour of work 37.5 hours per week, Monday – Friday and occasional weekend work. In return we offer an Attractive Salary, 20 days Holiday plus 8 Public holidays.

Candidates must be eligible to live and work in the UK to apply for this position.

If you feel your experience matches the above specification please send your CV with a covering letter to Sandra@thebusinesspartnership.org.uk