

### The details

Location	London (Southbank)
Start date	June/July 2018

### The opportunity

We have a great opportunity for a Full Stack Marketer to join our growing company. Not familiar with the term? Basically, we need an all-rounder who can use their Marketing knowledge, skills and experience to jump in and get stuck in; someone who is capable of implementing our strategy and looking to gain experience across every area of Marketing.

### The job

#### Primary responsibilities

Implement the strategy by executing the marketing roadmap for the year ahead. More specifically:

- Copywriting – from case studies and leaflets to emails and newsletters; you name it, we need it
- Events and exhibitions – following our event calendar ensure we are ready to make the most of every event and exhibition; from arranging sponsorship to taking care of the stand logistics for the big exhibitions
- Sales support – make sure the Sales team have the best material possible to help them grow new business
- Social media – increase engagement and build up our audience
- Positioning – help us get from where we are now to where we want to be
- Blogging – both writing blogs and translating blogs from the technical team into a piece of marketing greatness
- Story telling – develop and help us to communicate our story
- Analytics – use the analytics to take a data-driven approach to decisions and make improvements to our customer engagement
- Website – manage the content and design of our website and keep it updated and fresh
- A/B testing – from sales collateral to presentations, help the team to find out what works

#### Skills and experience

##### Qualifications

- Professional qualification i.e. CIM or IDM; or

- Degree or equivalent Marketing, Communication, Advertising or business qualification; or
- Digital Marketing course completed for Google Squared or General Assembly

Ideally supported by a year in industry.

### Experience

Understanding this is a role open to those early in their career, this is a list of ideals not expectations.

- Good working knowledge and understanding of free or freemium tools to support content, social, and analytics (we sometimes need a creative campaign on a shoe string budget)
- Copywriting for all channels including web, email marketing and off-line
- Creative experience demonstrated across marketing campaigns
- Experience of using a Content Management System (CMS) such as WordPress
- A deep understanding of Google Analytics or equivalent
- Experience in setting up and managing paid campaigns across social, content outreach and display
- Advanced Microsoft Word and Excel skills
- Understanding of SEO
- Experience of working with a small business or start up is preferred

### Soft skills

- Excellent interpersonal skills, verbal and written communication
- Attention to detail (and we aren't just saying that)
- Strong organisational skills and an ability to multi-task
- Project management skills and a demonstrable ability to deliver on time
- Highly motivated, confident, resilient and a positive attitude
- Must be a self-starter, with an ability to work autonomously
- A desire to learn and a willing to roll-up your sleeves and try

### The company

Surevine is a small, UK based company, providing secure collaboration technology and expertise to UK Central Government and organisations with equally demanding security requirements.

The Full Stack Marketer will take on all of our marketing efforts, working alongside our Communication & Engagement Lead - who has, until now, been working solo on all our Marketing effort.

This is an exciting opportunity for someone to really take ownership of the marketing activities at Surevine and grow the role into something that gets you excited!

