

# Corporate Communications Executive

To join our busy Corporate Communications team, we are looking for a dynamic person with a positive attitude who will provide support for all Software Europe's marketing activities.

This role will educate, communicate and inform prospects and customers about Software Europe and its products and services. It will focus on both business growth and customer retention and should be performed at a consistently high level.

## Duties and responsibilities

Reporting to the Corporate Communications Manager the successful candidate will:

- Manage the production cycle of marketing materials; including leaflets, posters, flyers, newsletters and e-mail campaigns.
- Write and proofread corporate literature and articles for Software Europe and each product. These documents will reflect key messages, features and benefits.
- Ensure all marketing materials produced have a positive visual impact.
- Enforce and follow brand guidelines, ensuring the brand recognition grows within our target market.
- Generate sales leads through electronic communications such as email campaigns, pay-per-click adverts, social media and website optimisation for all products, services and events.
- Liaise with external contacts such as designers, print agencies and editors.
- Manage the distribution of marketing material.
- Maintain and update the internal CRM (contact management) database.
- Plan, organise and promote product specific events such as conferences, seminars, receptions and exhibitions; and attend when required.
- Conduct market and customer research.
- Work with the Corporate Communications team to develop marketing plans and strategies
- Keep current with professional sector news.
- Analyse and monitor competitors and their marketing strategies.
- Review, optimise and update the corporate website and micro-sites to ensure maximum visibility and accessibility, ensuring visitor retention.
- Post marketing campaign evaluation
- Support the Corporate Communications manager and other colleagues
- Support all departments when required

## Skills required:

- A graduate or of equal calibre
- Marketing research / analytical experience
- In-depth knowledge of Microsoft Excel, Word, PowerPoint, Adobe Illustrator, Photoshop and Flash would be preferred, Dreamweaver or similar.
- SEO knowledge and experience managing Google adwords or similar
- Good communicator and project manager
- Self motivator and able to work within a team environment
- Presentation skills required
- Prior experience of managing content management systems (CMS)
- Must be analytical and methodical with excellent attention to detail
- Must have excellent people skills
- Design and creative flair
- Excellent multimedia skills in design and implementation
- Experience or knowledge of social media channels

## About Software Europe

For 20 years, Software Europe has delivered the very best in software solutions. The world of the mainframe dominated our business in the early years, but now we have moved forward and provide leading on-line internet based solutions.

The 'buzz' words are ASP, SaaS and now Cloud Computing, and they all add up to one thing, new ways of operating and managing the business. In the past 12 months we have consistently exceeded our target objectives, and because of what the solutions provide we offer a very attractive proposition to organisations wanting to streamline their operations in tough economic climates.

Working at Software Europe means you will be closely involved in how our internet solutions evolve and how we promote and encourage our colleagues to contribute in all areas of the business. We have a young and dynamic development team, a superb support structure and a very positive sales attitude and we are looking for the best people to take us to our next phase of global operation.

Located in the historic city of Lincoln, Software Europe offers a fantastic working environment with state of the art offices, providing employees with the latest technology and excellent conference facilities.

With average employee tenure of nearly ten years it is clear that Software Europe is a very special place to work - a place where people are dedicated, creative, diverse, driven and giving - and a place where people are recognised and rewarded for their performance.

## Contact us

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