



Marketing Executive

What we're looking for:

The Business is growing, and we are looking for a talented and experienced Marketing Executive. Our strategy is built on the idea that everyone should be able to work from anywhere, at any time on any device. We want our employees to do what they do best, every day. Join a dynamic Sales & Marketing Department thriving in the IT industry, giving you plenty of room to be creative and share new ideas with the business.

Main Purpose of the Job:

The main purpose of this role is to work within the Marketing Department on marketing campaigns, these will be both strategic and digital campaigns. You should be an independent worker, with excellent written English and communications skills, and have a broad knowledge of content marketing. Experience working in the IT sector would be a bonus.

Digital Marketing:

Creation of content to be used for our marketing strategies. Ultimately, you'll ensure our digital content marketing is written, edited, and scheduled alongside digital marketing campaigns and strategies. Your Role will focus on content creation but will vary from assessing what we write on our website to developing blogs and eBooks that support ongoing marketing campaigns and solution portfolio collateral.

You will also participate in lead generation marketing campaigns; these are often run in conjunction with our IT partners/vendors with the aim of generation leads for our sales team. Multi-strand campaigns that include direct, in-direct and digital marketing are required.

Key Responsibilities:

- ✚ Deliver a marketing plan with defined goals and KPIs
- ✚ Contribute to the marketing plan inclusions and execution approach
- ✚ Work with and support the broader sales & marketing team in the execution of marketing campaigns
- ✚ Content Creation – Graphic Design and written material.
- ✚ Pitch and write on a range of digital marketing and tech topics.
- ✚ Be an editor of the organisation's digital presence, managing and uploading daily content.
- ✚ Develop SEO-friendly content including but not limited to blog posts, long-form evergreen content, case studies and white papers.
- ✚ Create client facing marketing collateral.
- ✚ Maintain the brand of Enterprise Solutions
- ✚ Conduct research on industry-related topics to produce original content.
- ✚ Analyse content performance, draw insights for future topics/ideas.
- ✚ Stay up to date with the latest content and social media marketing trends and ideas.



- ✚ Participation as requested, in special projects and other related duties as a Marketing Team member

Who You Are:

- ✚ Bachelor's Degree
- ✚ Minimum 3 years' experience in marketing.
- ✚ Excellent knowledge of PowerPoint and Word packages.
- ✚ Experience in content marketing, journalism, or professional writing/editing for a tech company preferable
- ✚ Experience in marketing campaign creation, delivery & management.
- ✚ Knowledge of keyword research, SEO and Google AdWords best practices is an advantage.
- ✚ Ability to work in a very fast paced environment, stick to goals and team objectives, deliver results under pressure.
- ✚ Exceptional communication and presenting skills, both written and verbal.
- ✚ Strong attention to detail with stringent self-editing for tone, grammar, and spelling
- ✚ You proactively seek out necessary information if it isn't given to you, asking thoughtful questions, and collaborating with cross-functional partners
- ✚ Experience in breaking down large content into different formats, such as social media, blog posts, website content etc
- ✚ Confident with data and analytics
- ✚ Energetic person
- ✚ Confident to bring ideas to the Sales & Marketing team.
- ✚ Familiarity with LinkedIn & Twitter platforms.

Nice to Have:

- ✚ Experience in the IT industry
- ✚ Experience with B2B content writing
- ✚ Enthusiasm about technology
- ✚ Experience with HubSpot &/or Connectwise an advantage
- ✚ Experience with Canva (or similar)
- ✚ Experience of working in an SBE

Benefits of working with us:

- ✚ Full time position
- ✚ Competitive Salary and benefits.
- ✚ Flexible working
- ✚ Free Parking
- ✚ Personnel Development Program
- ✚ Amazing co-workers



Who We are:

Enterprise Solutions Limited is recognised as a trusted, technology leader with innovative IT Solutions. We bridge the gap between technology and business. As a leading IT provider for over 24 years. Enterprise Solutions has a solid portfolio and an invaluable reputation for customer commitment and technology expertise, both of which are foundations of our company. This role is a perfect opportunity to grow a high value career with our company in the Technical world.

Enterprise Solutions is underpinned by highly motivated and professional staff. The candidate we are looking for is to be a good fit, to understand the culture of our company and understand how important self-development is. We want to give our staff opportunity, flexibility and ensure they are recognised for the good job they are doing. We want to provide training, ensure good communication and listen with an open mind and most importantly ensure that our employees feel valued and appreciated.

The Directors attribute the company's success to its people, many who have been part of Enterprise Solutions Limited for a considerable number of years.

Apply to:

Send your CV directly to irene.frazer@enterprise-solutions.ie
Recruitment Companies Need Not Apply