

1 Marketing Consultant

Job Title	Marketing Consultant
Team	Marketing
Reports to	Tim Wallis
Salary range	<p>£22,000-£30,000 based on experience</p> <p>40 hour work week</p> <p>Package also includes the following benefits.</p> <ul style="list-style-type: none"> • Health Insurance • Dental Insurance • Subsidised gym membership

1.1 Position Overview

Content and Code is a leading Microsoft .NET consultancy, providing end to end business solutions for leading customers such as the BBC, Sony, Virgin Atlantic, easyJet, The Body Shop and Wembley Stadium/FA. After 8 years of consultancy excellence, the company is growing tremendously and looking to further market themselves in this fast paced market.

This opportunity will give the candidate great experience in marketing, in a busy and demanding work environment. We are looking for someone with good IT skills, preferably with experience in working in SharePoint and who has experience in overseeing and putting together an overall marketing plan with specific activities and go-to-market campaigns. The candidate must be proficient in the duties listed below, extremely efficient, have excellent communication skills, be highly organised, have the ability to work individually as well as part of a team. The candidate will preferably have three years of experience in Marketing and some background working in the Partner Channel. The position provides for significant career advancement through working with various teams in the company (Senior Management, Marketing, Products and Business Management teams) with the view to longer term view to have a senior marketing management role in the company. Quarterly bonuses will reward the Marketing Consultant towards this aim.

1.2 Position Goal

To increase the brand awareness and qualified opportunities for Content and Code services and products through a comprehensive and ongoing marketing campaign.

1.3 Duties and responsibilities

1. Marketing campaign management
 - a. To build brand recognition and position Content and Code as number 1 for SharePoint 2007
 - b. To effectively use marketing efforts to drive both new business and further account sales
2. Product marketing management
 - a. Marketing campaigns and product sales
 - b. Experience with the online product marketing is an asset, as products are looking to expand to Internationally

1.3.1 Marketing Activities

1.3.1.1 Marketing Plan

1. Work with another Marketing Consultant to devise an overall marketing strategy
2. Liaise with customers, partners and other agencies to achieve end goals

1.3.1.2 Market Research

3. Customer profiling
4. Competitor research
5. CRM data management

1.3.1.3 Partner Marketing

1.3.1.3.1 Microsoft

6. Keep Microsoft tools (i.e., Solution Profiler) up to date and ensure that we are top of the results for relevant searches
7. Submit Microsoft Customer References and Customer Surveys to ensure Content and Code earn partner points
8. Monthly newsletter and reporting back to Microsoft
9. Business meetings and trainings

1.3.1.3.2 Industry Partners

10. Maintain current partnerships ensuring a mutually beneficial partnership

1.3.1.4 Event Marketing

11. Planning and coordinating events
12. Creation of presentations (PowerPoint and Video)
13. Event execution (set-up of equipment and sales team preparation) and follow up

14. Promotion of events in relevant channels and viral media

1.3.1.5 Online Marketing

15. Web content management (updating the website with new content – general information, case studies, blogs, press releases, news and events)

1.3.1.6 Public Relations

- 16. Issue press releases to PR contacts
- 17. Build a PR strategy and increase media exposure

1.3.1.7 Marketing Collateral

- 18. Manage overall marketing collateral with in-house designers
 - Office branding
 - Mail shots and monthly newsletter
 - Creation of case studies
 - Creation of product sheets
 - Support development and production of video
 - Liaise with design team and marketing manager for corporate branding

1.3.1.8 Corporate communication

- 19. Send weekly updates to the team to discuss marketing and sales activities, wins, opportunities and launches
- 20. Extranet content management (updating the website with new content – general information, case studies, blogs, press releases, news and events)

1.3.1.9 Intranet

- 21. Updating the sales & marketing section of the intranet with relevant information (i.e., presentations, screenshots, mock ups, logos)

1.3.2 Product Marketing Activities

- 1. Weekly liason with Product Manager
- 2. International Web marketing
- 3. Responding to email and phone queries relating to product sales enquiries for both national and international customers
- 4. Events
- 5. Search Engine Optimisation, including multilingual techniques
- 6. E Commerce
- 7. Lead generation and tracking

1.4 Skills and Experience

1.4.1 Required skills

1. Excellent all round communication skills and fluent in English (written and spoken)
2. Good time management skills
3. Good typing and computer skills
4. Excellent skills in Excel, Word, PowerPoint and Outlook
5. Excellent written and verbal communication skills

1.4.2 Desirable skills

1. Three years experience in Marketing
2. Experience working in a Partner Channel
3. Knowledge of Microsoft Server and client products and solutions, and technologies
4. Experience with SharePoint 2007

1.4.3 Experience

5. Experience in marketing, public relations and event planning

1.4.4 Qualifications

6. Attained or working towards a Marketing Diploma/Degree or a certification from the Chartered Institute of Marketing

1.5 Required Competencies

Please see the Content and Code Competency Framework for detailed descriptions of the competency levels required for this role.

Achieving Results			Analysing and Deciding			Interacting with people		
Applying Skills & Exp	Client Focus	Making it Happen	Problem Solving	Creativity	Planning & Organising	Influencing	Team Working	People Leadership
1	1	1	2	2	1	2	1	2

Definitions

Achieving results

- **Applying Skills & Experience:** The level to which technical knowledge, skills and experience are applied, either internally or with clients
- **Client Focus:** Ensuring that client, internal stakeholder and partner needs are met, expectations exceeded and opportunities maximized across the range of solutions, technologies and services offered
- **Making it happen:** Maintaining a clear focus on 'excellence' and detail across all activities. Displaying consistent ownership of work and determination to get things done, often in the face of adversity and changing circumstances

Analysing and deciding

- **Problem Solving:** Tackling issues through relevant research, analysis and decision making, often requiring mental agility and working to deadlines. May involve managing risk
- **Creativity:** Optimising results from resources and new opportunities. Developing original ideas that will lead to commercial advantage and profit for Content and Code, in line with business goals
- **Planning and organising:** The level at which the role is involved in meeting business and client requirements through ensuring that activities are delivered to deadline and specification through effective project/resource management

Interacting with people

- **Influencing:** The ability to transfer information in a clear and format relevant to the audience, both internal and external, creating positive relationships
- **Team working:** Sharing knowledge and expertise to achieve business objectives, across a range of internal and client teams. Building common understanding, raising standards and outputs
- **People leadership:** Working with others to improve skills, knowledge and outputs. Includes undertaking coaching, mentoring and performance reviews that contribute to an overall ethos of 'excellence'

1.6 Possible career paths

The Marketing Consultant role can lead into a senior marketing management role in the company

1.7 Content and Code Benefits

- 23 days annual vacation with 1 extra day vacation for every year of service
- Private health Insurance
- Private dental Insurance
- Subsidized gym membership to Virgin Active, LA Fitness or Canons.
- Fully subsidised training
- Flexible hours
- Fast opportunity to advancement in rapidly growing company

1.8 About Content and Code

- Content and Code is the Number 1 Microsoft SharePoint consultancy in the UK
- Awarded the 2009 Microsoft Worldwide, Portals and Collaboration, Partner of the Year
- 8th place in the Deloitte Technology Fast50
- Directors Named Growing Business' Young Guns 2008
- Winner of Deloitte Technology Fast 500 EMEA 2007 Award
- Awarded 2007 Microsoft UK Search Partner of the Year
- Sole specialists in SharePoint and Microsoft .Net technologies
- Strong and varied customers from the BBC, Sony, easyJet, British Council, Microsoft, Wembley Stadium, The Body Shop etc
- Microsoft Gold Partner with 8 competencies, more than any other consultancy in the UK
- 1 of only 12 companies on the Microsoft Partner Advisory SI Board in the UK and also part of the Advisory Council in the USA
- Fast growing company
- Dynamic and fun atmosphere