

LEAD MARKETING EXECUTIVE – FINTECH IT SOFTWARE COMPANY

About Us!

EValue is a growing, fast paced FinTech company and the leading UK provider of financial planning and advice technology.

Working with over 80% of large financial institutions in the UK, EValue's white-labelled solutions were used by approximately 200,000 consumers and financial advisers in 2018/19.

We have more than 70 talented integrated specialists, working across offices in Newbury and London.

The benefits of joining our exciting team

As well as offering fantastic opportunities for career progression once established in your role, you will be joining a friendly and relaxed working environment where you will be continuously supported and encouraged to reach your full potential. We have an open culture where you are encouraged to find and fix problems and not to pass them on to another team. We're a great environment for makers and builders.

Sound like you?

We have fantastic benefits, including

- 25 days annual leave, bank holidays, one extra 'company day' for Christmas plus the option to buy a further five days annual leave.
- Generous company pension scheme – up to 10% employer contribution.
- Discretionary Bonus Scheme
- Private medical
- Long term disability and Life Insurance
- Study support policy
- Free parking
- Yopalates
- Company football

The Role

The Lead Marketing Executive is a critical role that sits within the marketing team at EValue. As well as contributing to key marketing initiatives, the Lead Marketing Executive will support the sales teams with first-line lead qualification, new and existing business opportunities, and data and CRM administration when required.

Combining strong interpersonal skills and an aptitude for customer service, the Lead Marketing Executive will relish the opportunity to collaborate with internal and external stakeholders to match customer sales and marketing expectations.

This role will suit a collaborative and ambitious candidate that is looking to develop their marketing skillset in a B2B focussed environment. Financial Services experience is not essential for this role, but the successful candidate should be prepared to develop and improve their understanding by leveraging internal and external resources where required.

N.B: This is not a commissioned commercially targeted sales role.

Key Responsibilities

- Support the EValue Marketing Manager and wider marketing team with day-to-day tasks as well as focussing on the wider strategic marketing plan
- Qualify inbound marketing generated leads through appropriate outreach (e.g. telephone, email etc.)
- Support sales campaigns for prospect outreach via appropriate channels when required or identified (e.g. telephone, email, social media etc.)
- Help to support and execute events, tradeshow, expos etc. as and when required
- Contribute to and help maintain a healthy sales pipeline
- Collaborate with internal and external stakeholders to achieve both long-term and short-term goals aligned with the EValue marketing and sales strategies
- Update and maintain prospect and customer data in EValue's customer relationship management (CRM) platform
- Undertake research and competitor analysis to improve market understanding and development

Required Knowledge and Experience

- Understanding and knowledge of inbound marketing in a B2B environment
- Organised, diligent and analytical
- Proven track record generating leads through multiple channels
- Proven experience in sales outreach (e.g. outbound calling, telesales, telemarketing, contact/call centre experience and enquiries etc.)
- Be an excellent communicator (both written and verbal), adaptable, tenacious and should have the drive to reach and exceed targets
- Being accustomed to using a CRM database, you'll be accountable for accurately logging and prioritising your work
- Keen eye for detail
- Competent in use of Microsoft Office suite

Desirable Experience

- Experience in Financial Services industry
- Customer service or support (e.g. contact/call centre)
- Web design and SEO (Search Engine Optimisation) strategy
- Social media management (B2B environment preferred)
- Ideally has experience in the technology sector
- Knowledge and understanding of HTML code preferred

Qualifications

Degree qualified with working knowledge in a similar role. Financial Services experience is not essential for this position.

If you want to be part of a business that is looking to shape the future of financial services, contact us today!