
JOB DESCRIPTION

Marketing Specialist, UK

Spotlight Reporting is a transformational company at the forefront of the cloud-based software industry. Spotlight has four business intelligence tools, designed specifically for accountants looking to transform the way they deliver advisory services to their clients. Spotlight imports data from leading financial and non-financial software products to create powerful dashboards, reports, three-way forecasts and multi-entity consolidations.

We're a global company and have offices in the UK, New Zealand, Australia, US and Canada – in fact, by the time you read this ad, chances are that more new people have joined our team in a few of our overseas offices.

Position Summary

To drive regional growth, we're looking for an enthusiastic and experienced Marketing Specialist to join our Global Marketing Team. This role is based in the UK and reports to Spotlight Reporting's Marketing Director, but also has day to day support from the UK Territory Manager. The role also has cross over with our Design and Sales Teams.

The role of the Marketing Specialist is primarily focused on the UK, Ireland and South African markets, as well as EMEA.

Core Responsibilities

- Create marketing campaigns and content to drive UK and EMEA sales enquiry.
- Create regular webinars and other content to provide thought-leadership topics to our target audiences.
- Organise quarterly Spotlight Reporting events and interactions in the UK.
- Drive new leads in our Enterprise, Accounting and large Direct channels through energetic marketing initiatives and close collaboration with Global Marketing and the UK-based regional team.
- Use social media platforms and live events to leverage and grow an interactive Spotlight community where accountants can support and learn from each other.
- Enhance strategic partnerships and develop collaborative projects within the accounting ecosystem (in particular with Xero, Dext and other leading eco-system players).
- Nurture accounting firms and businesses through the development of marketing programmes.

Desired Skills and Experience

- Minimum 2 years experience in a marketing role.
- Ability to collaborate and communicate with the Marketing Team at HQ and local UK and other team members essential.
- Experience in email marketing and digital marketing.
- Strong copywriting skills.
- Self-starter, able to work with a wide range of stakeholders, external partners, and strategic accounts.
- Experience using Salesforce and/or Hubspot/Marketo will be highly regarded.
- Project management skills.
- Experience writing briefs, compiling reports and presentations with a business purpose in mind.
- A global mindset, comfortable working with different colleagues on the other side of the world.

This role is:

Full-time and permanent.

For UK citizens or permanent residents.

Remote with potential to work in an office

Apply by sending your CV to josh@spotlightreporting.com

Reports to

Marketing & Creative Director