



Job title: Marketing Manager

Mon – Friday Full time/hybrid

Salary £35,000 per annum

WHO WE ARE

iPortalis is a UK based PE backed technology solution provider with over 18 years' experience delivering private, public and hybrid cloud and software license management solutions.

The iPortalis software solution comprising AI based iAnalyse360 analytics and our iCP license management engine empowers some of the largest enterprise customers to take control of their Microsoft 365 licensing and Azure estate, to right size their licensing and cloud infrastructure delivering significant cost savings, efficiency, and on-going ROI.

We are entering an exciting new phase in our development to fulfil our vision to become the market leader in analytics and intelligent automation, enabling businesses of all sizes to optimise their investments in SaaS and IaaS.

We are passionate about solving our customers' problems, and now need to increase our team with similarly minded exceptional individuals who share our vision and desire to create something unique.

Our diverse growing company are looking to recruit a Marketing Manager to join a dynamic team full of positive, passionate people. We work hard to ensure that people and innovation are integral to everything we do.

We are offering a stimulating and supportive hybrid working environment between our head office in centre of Harrogate and remote working; an attractive remuneration and benefits package, and an open and flexible management ethos where individual creativity and contribution is valued.

ABOUT THE ROLE

This is an exciting time to join our talented global team in a new role to assist the Marketing Director establishing an effective marketing strategy that drives the business's strategic objectives. The main purpose of the role is to utilise market leading CRM, automation, and data platforms to deliver high quality enterprise leads to our sales team. Create and maintain brand identity and guidelines to drive consistency company wide. Maximise the company's reach by utilising all digital platforms and creating greater engagement with the brand and content. Working closely with external agencies to create compelling content, grow awareness and utilise social media platforms. Train and assist the sales team to utilise digital platforms to generate leads and pipeline through regular updates and thought leadership.

ABOUT YOU



Ideally you will have a minimum 5+ years successful experience in a direct enterprise IT arena, preferably in software. You should be able to provide evidence of managing and delivering successful multi-channel marketing campaigns and a track record in generating effective leads to an Enterprise sales team. You will have a strong grasp of technology concepts and copy writing skills. With strong analytical skills and discipline to track marketing KPI's you will have the ability to adjust marketing plans to achieve improved return on marketing spend. It would be beneficial to have experience with HubSpot or demonstrate experience with other marketing tools.

NEXT STEPS

If you are committed to making a difference and have the skills and experience to make things happen then let us know.

To apply, please email a CV and cover letter demonstrating your suitability for the role to: recruitment@iportalis.com

At iPortalis we are committed to creating a diverse work environment and are proud to be an equal opportunity employer.