

Marketing Communications Lead

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| Location | London |
| Job Type | Permanent, Full Time |
| Years of experience | 5+ years in senior marketing / communications role |
| Education Level | Bachelor's Degree (strongly preferred) |
| Salary | Salary negotiable up to £40,000 plus 10% bonus |

Accelerate your marketing career with a growing Cisco, Microsoft, VMware and EMC partner.

Block Solutions is a dynamic technology solutions business that was recently ranked 35th in the 2011 Sunday Times TechTrack100 fastest growing companies, servicing clients ranging from city-based finance houses to large public sector organisations. Our core expertise is in Data Centre, Collaboration and Network Systems.

PURPOSE OF THE ROLE

The role will report to the Managing Director and be responsible for driving all marketing activity across the business. Demonstrable experience is essential. Specific responsibilities will include:

- Interface with our head of products and solutions team to effectively market and present our propositions to market
- Manage telemarketing campaigns with our partners – briefing, providing material and management reporting on lead development
- Produce internal and external newsletters
- Develop and produce company and market sector brochures
- Organise customer-focus roundtable networking events and forums
- Manage relationship with our PR partner to ensure consistent and quality external communication
- Manage relationship with our web-site marketing and communications design partner
- Manage messaging and production of video case studies and corporate videos with our production company
- Produce high quality copy in line with our 'tone of voice' for news articles, case studies, web-site and external communications
- Present new ideas to the business on marketing strategy which will generate new sales revenue
- Prepare high quality presentations using MS PPT and other tools

- Develop and manage relationships with key trade press relevant to the markets in which we operate
- Carry out market research on our target markets and competitors
- Manage and coordinate production of blogs for the web-site with key contributors within the business
- Manage the social media strategy including twitter and linked-in
- Monitor media coverage and prepare responses to key issues based on our 'issues bible'

REQUIRED SKILLS & EXPERIENCE

We are looking for a talented individual with a track record of delivering tangible business results through marketing and PR. The individual will have a passion for producing high quality output and communication, an outstanding work ethic and a desire to make a real difference in a fast-growing business.

The ideal candidate will have:

- Thorough understanding and experience in leading / managing marketing and PR function
- Experience in managing marketing plans both on and off line
- Experience in managing external communications and media campaigns
- Honours Degree in an arts, socials science or business discipline
- Proven track record of delivering results
- Strong organisational and project management skills

This is a great opportunity for a dynamic, enthusiastic individual to join a fast growing technology company based in London and Cheshire, with excellent earnings potential.

The candidate will be able to work responsibly under his/her own initiative and will have a determined approach to solving problems. Due to the requirement for constant oral and written communication with the customer, **excellent spoken and written English language skills are essential, and this should be demonstrable from your application.** Examples of previous documentation in English will be requested during the selection process.

Block is committed to equal opportunities and does not discriminate on grounds of age, gender, race, religion, disability or sexual orientation. We are ISO9001:2008 certified.

To apply for this position, please send a CV and covering note to careers@block-solutions.net. Please note that we can only guarantee a response to successfully shortlisted applicants.

No Agencies Please