

Sales and Marketing Executive (Remote) with SEEIO SAAS Platform Startup

Central London/Surrey

SEEiO is a startup software-as-a-service platform providing a cloud-based governance framework for startups and NGOs.

We're committed to innovation, and we help businesses to grow by offering robust governance solutions.

We are an award-winning concept, looking to scale and grow in the UK and beyond.

Job Specification

We expect the Sales and Marketing role to be a full time role, likely to include working from your own location where practicable, as well as attending some meetings in central London and/or Surrey, England.

There is the opportunity for professional growth and to be part of a small, industry-aware team that values achievement and drive.

Essential requirements:

- Relevant educational background
- Proven sales and marketing results
- Minimum of 2 years of experience in sales and marketing.
- Can-do customer service attitude
- ability to grasp and explain legal and compliance to audiences
- Familiarity with email marketing tools.
- Familiarity with social media marketing
- Proficient in using LinkedIn for business development.
- Excellent communication skills verbal and written
- Self-starter with strong organisational skills.

The role in more detail:

Content Management:

- Assist in creating and editing blog posts, newsletters, and other written materials.
- Manage the content calendar and help in the coordination of webinars.

Email Marketing:

- Create and send newsletters and promotional emails.
- Manage and update the database of 900 email contacts.
- Work in accordance with the DPA Policy and GDPR

Social Media Management:

- Maintain and grow our corporate LinkedIn, Facebook and Instagram profiles.
- Engage with followers, respond to queries, and post regular updates.

Partnership Outreach:

- Build and maintain relationships with accelerators, VC funds, and support groups for fractional executives.
- Attendance at ad hoc conferences as required.

Lead Generation and Follow-Up:

- Identify potential clients and reach out via email, phone, or LinkedIn.
- Track leads and ensure timely follow-up.

Reporting and Analysis:

- Prepare weekly reports on marketing activities and focus on relevant Sales/Marketing performance metrics.
- Assist in analysing the effectiveness of various marketing channels.

Applications:

Please ensure your application reaches us through the Job Page of our website:
SEEIO.CO.UK

Send us your CV and a cover letter detailing why your experience matches our growing Tech company.

No correspondence will be entered into, with any agencies. Individual applications only.

The deadline for applications is 31st December 2023 however if we find the right candidate before then, the search will not continue as late as 31 December, and we reserve the right not to appoint anyone where there isn't a skills match.