

**Intouch Accounting Limited****Job Title:** Campaign Manager/Senior Marketing Executive**Position:** Permanent**Salary:** Basic £24-28,000 1 year FTC**Location:** Bournemouth, Dorset BH1 1BL**Hours:** Monday – Friday 09:00-5:30pm (37.5)

An experienced marketing professional is required to join our Sales and Marketing Team at Intouch Accounting. This is a one year fixed term maternity cover contract.

**About us**

We are an accountancy firm specialising in providing our services and advice to freelancers and contractors who trade through UK registered Limited Companies. Unlike traditional firms of accountants our business is conducted over the phone and online using a bespoke technology platform. We're a young business with a fast paced but fun culture and ambitious growth plans.

**About the role**

In this position you will report to and support the Marketing Manager and also work closely with business development colleagues. You will have direct responsibility for running quarterly campaigns, as well as supporting the Marketing Manager in additional projects such as website development and content planning plus other marketing administration tasks.

Your core duties will cover end to end campaign management, encompassing:

- Working with marketing manager to develop campaign plan, ideas and propositions
- Liaising with external design agencies to produce campaign materials such as emails, banner ads and landing pages
- Creation and send of campaign emails using Campaign Monitor
- Writing, editing and uploading (via WordPress) website content, including blog posts and guides
- Liaising with third party partners to deliver and optimise campaign collateral and content
- Ongoing management of social media platforms, specifically LinkedIn, twitter and facebook
- Working with Business Development colleagues to ensure all new leads are passed on and contacted
- Ongoing campaign reporting and identifying ways to optimise results during the campaign period

**About you**

The position will suit an ambitious, driven and motivated individual, confident in their own ability and keen to help Intouch Accounting achieve its full potential. It requires initiative, a focus on results and the ability to work independently as well as forming a key part of the overall marketing and sales team.

We are seeking an individual with demonstrable experience in marketing and campaign management, and of working in a small but busy team that punches above its weight in terms of output.

Marketing experience is essential; product knowledge can be taught.

If you think this is the Marketing Campaign Manager role for you, please email your CV and covering letter to [hr@intouchaccounting.com](mailto:hr@intouchaccounting.com).