
Kefron – Marketing Manager

Position Reports to: Head of Commercial

About Kefron

Kefron is a fast-growing information management company with two main service offerings – SaaS based Invoice Automation Solutions and records management services. We have over 900 customers across the UK and Ireland. Kefron AP is our flagship SaaS technology and we have an exciting three-year plan to grow aggressively in international markets.

We are looking for an experienced Marketing Manager to help deliver that 3 year plan, to make our brand famous among our target audience, and to develop and execute our marketing strategy and to coordinate the implementation of it with our in-market business development teams. You must be comfortable executing both the day to day marketing activities, as well as shaping our long-term strategy.

As a commercially focused marketer you will drive lead-generation across the business, working closely with the business development team to ensure revenue targets are achieved or exceeded.

Kefron is a people business and we are experts in what we do. People like doing business with people who work closely with them to understand their needs. That's why we recognise that our core strength is our people and because of this, our people pride themselves in getting things right.

Our Vision: Our brands in every building

Our Mission: To get closer to our customers. See the need, deliver the solution

Our Values:

- Passion & Pride
- Security & Trust
- Initiative & Ownership

Job Purpose:

This is an exciting role for an established and skilled Digital Marketing Manager to contribute to Kefron's current and future digital strategy. As a manager of the Marketing Team, you will be responsible for the planning, developing, implementation and management of brand messaging,



marketing activities, content development, and SEO, SEM and PPC campaigns with emphasis on generating quality traffic and ultimately new business leads across UK and Ireland.

Key Responsibilities (Key Responsibilities include, but may not be limited to)

- Own overall lead-generation and customer acquisition strategy and activity
- Support in-market sales teams at every stage of the sales process
- Be constantly creative and questioning in determining strategies and tactics to accelerate customer growth
- Design and implement global positioning and marketing strategies and localise for each market where required.
- Define and manage the Field Marketing strategies in each market and create a localised marketing mix plan in alignment with overall lead, pipeline and revenue goals which would include - target audiences, stories and messaging, communication channels, impacts and goals
- Manage all aspects of marketing communications using all appropriate channels including digital advertising, social media, partner promotion etc.
- Manage above within budget to ensure a positive return on investment.
- Ability to report and analyse all relevant online/digital activity, performance and data and make recommendations for improvement on the basis of sound cost/benefit analysis.
- Proficiency in web optimization; create, edit and publish SEO friendly web content to drive traffic and improve conversions.
- Create, design and write innovative content for online marketing and other collateral, ie brochures, infographics, videos, etc.
- Produce creative content for social media platforms.
- Conduct relevant Market Research projects, i.e. competitor analysis, benchmark performance, customers survey, etc.
- To be a brand champion for the Kefron brand, ensuring our brand standards are met at every opportunity.

Personal Specification

Principal Qualifications Required:

- Relevant third level Marketing or Digital Marketing degree is essential

Work Experience Necessary:

- Have relevant past experience - 5+ years' digital marketing experience
- Experience working in SaaS B2B model with responsibility for international markets would be an advantage
- Have experience in content generation, i.e. blogging, whitepapers, social media
- Web analytics experience



Personal characteristics:

- Really smart commercial marketer with combination of analytical and creative skills.
- Passion for Marketing, particularly digital marketing and can discuss relevant experience in this area.
- An excellent understanding of inbound and outbound marketing.
- Excellent written, verbal and presentation skills.
- A professional and very dynamic person that can adapt to the ever-changing environment of Kefron.
- Must be high energy and self-motivated and deliver on agreed commitments in a professional and timely manner.
- Excellent communications and relationship management skills
- Must be a team player, yet highly self-driven and ambitious
- Strong organisational skills in order to deliver on customers' expectations.
- To have the ability to set realistic individual objectives to drive departmental goals.
- High level of proficiency with computer systems such as Microsoft Word, Excel, Outlook and PowerPoint.

Kefron is proud to be an equal opportunity workplace. We are committed to equal employment opportunity regardless of race, colour, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity. If you have a disability or special need that requires accommodation, please let us know.