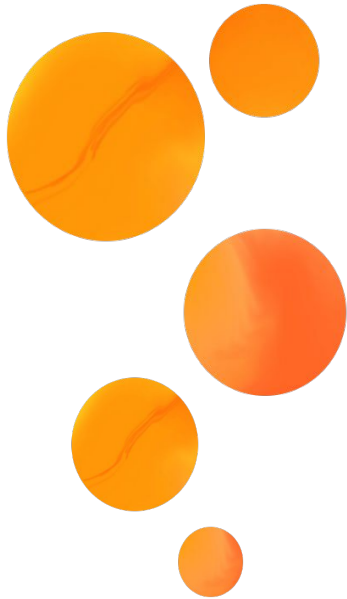




Marketing Executive

Job Spec

Q2 2022



Company: Nebula Consulting

Website: www.nebulaconsulting.co.uk

Job Title: Marketing Executive

Salary: Competitive, depending on experience

Start Date: ASAP

Contact: careers@nebulaconsulting.co.uk



Summary

Nebula are looking for a proactive marketing professional to drive and execute our marketing and brand strategy. The role will cover a mix of marketing channels including email, social and SEO.

The ideal candidate will be keen to build on Nebula's existing reputation in the Salesforce community and take ownership of how to execute a successful marketing strategy.

About Nebula Consulting



We are a fast growing technology consultancy business focused on CRM (Customer Relationship Management) and Marketing Automation.

Based in London with a global client base, Nebula specialises in Salesforce products with key focuses on [Sales Cloud](#), [Pardot](#), [Communities \(Experience Cloud\)](#) and [CPO \(Revenue Cloud\)](#).

Over the past few years we have helped hundreds of companies improve their sales and marketing and, as a result, we have built a very strong reputation with our customers. But don't just take our word for it, [here is what our customers have to say](#).

We value learning and development highly and provide our people with opportunities for knowledge sharing, personal development and training. This culture of learning is led by our dedicated Learning & Development Lead and includes regular company-wide learning sessions, 1:1 coaching, access to online training materials and the opportunity to attend industry events and training courses.

Job Description

Marketing Executive

Content Marketing

- ❖ Liaise with technical teams to ensure consistent blog releases and longer-form gated content
- ❖ Curate content for the monthly email newsletters
- ❖ Work with consultants to write and promote customer case studies and testimonials

Social / Community

- ❖ Promote content and brand on our social channels (Twitter, LinkedIn, Instagram) - working with our brand agency partner.
- ❖ Engage with relevant Salesforce community groups
- ❖ Manage marketing budget and report on impact of spend (ROI not really the right metric)
- ❖ Keep a calendar of Salesforce and community events that Nebula staff could attend or sponsor

Branding

- ❖ Ensure website copy is regularly reviewed, reflects the Nebula tone of voice and is up-to-date
- ❖ Monitor and promote consistent use of branding and tone of voice in all internal and external documents

Marketing Strategy

- ❖ Manage marketing budget and report on impact of spend
- ❖ Prioritise and plan marketing activities across our channels to align with business objectives

Candidate Profile

The successful candidate will:

- ❖ Be an enthusiastic, tech-loving marketer
- ❖ Have a qualification in marketing or at least 1 year digital marketing experience
- ❖ Understand how to execute successful marketing campaigns across multiple channels including email, social and SEO
- ❖ Display excellent time and workload management skills
- ❖ Communicate well with stakeholders and colleagues
- ❖ Take initiative and be comfortable working independently
- ❖ Enjoy collaborating with different teams and taking the lead on projects
- ❖ Ideally have previous experience of Pardot or another marketing automation platform



Nebula's Values



Trust

Our customers trust us to deliver the right solution for them, in their best interests and no-one else's.

We are a "trusted advisor" to our customers and act as an extension of their team.



Empowerment

We believe that our customers should be empowered to control their own systems and our solutions are designed with this in mind.

Ultimately, our customers' success is our success and this is at the heart of all our work.



Flexibility

Each customer is unique and we appreciate the need for detailed understanding of a business to deliver a tailored, best-fit solution.

We work closely with customers to ensure agile, stable and successful outcomes.



Collaboration

An open and transparent, two-way relationship with our customers is key to success.

Working side-by-side with our customers, we ensure efficient solutions, maximum adoption and value for investment.

Offer & Benefits

Full-time Permanent

- ❖ Suggested working hours: Monday - Friday, 9am - 5:30pm (flexible hours will also be considered)
- ❖ Fully funded comprehensive Private Health Policy, with additional health and wellbeing rewards and benefits (after 3 month probation period)
- ❖ Workplace Pension scheme
- ❖ Employee referral scheme
- ❖ 2 Volunteering days per year
- ❖ 25 days paid holiday per year, in addition to public bank holidays
- ❖ Hybrid approach to working from home and our central London office
- ❖ Strong culture of personal development, including dedicated L&D Lead and 1:1 coaching sessions
- ❖ Access to prestigious with nearby tube and rail links
- ❖ Regular social activities organised and subsidised throughout the year
- ❖ Strong culture and focus on Employee wellbeing

Hear it from our employees

Amazing team feel - we all pull together, and help each other when needed. Everyone is trusted to do their work... There's a varied workload, allowing me to use skills I already have, whilst being exposed to things I've never done before.

Great place to practice (and learn more) with a fun team, supportive managers and flexible working conditions.

Overall, a great environment to work in. Little hierarchy and colleagues respect each other. Great team spirit.

...it is not all about the bottom line and more about experience of the customer/employee.

I like the colleagues I work with and the environment that's been created for us.

I really enjoy the fact that employees are trusted to do their work well and that the directors are open and approachable.