

## Marketing Executive Vacancy

### Who are Kinetic?

We are the UK's leading event management and student accommodation software providers to the Higher Education sector. We're owned by Constellation Software Inc who are a \$2.0bn turnover software group. Over the last 10 years they have been the most successful IPO in the market – even outperforming Salesforce and Apple!

Kinetic is a company with big ambitions and we strive for innovation in everything we do. We achieved a huge amount in 2020 and have big growth plans for 2021 so need a team that will be able to support us in delivering these plans.

Although we are headquartered in a lovely new office in Central Milton Keynes, with easy and quick access to various shops and restaurants, we also offer flexible working! With current Covid restrictions in place, the Smarketing team (yes, there's nothing wrong with being cheesy sometimes!) are working remotely and we look forward to getting back together in the office on an infrequent basis when it's safe to do so.

There's more to working for Kinetic than just the day job! We also offer our colleagues a variety of social activities, from company lunches to charity engagements. At Kinetic, job satisfaction is our no.1 priority, and this starts with great company benefits like private healthcare, a buy-sell-holiday scheme and more.

### Want to know more about Marketing at Kinetic?

Our Marketing team are central to the company's brand, messaging and communications. We form part of the global Sales and Marketing team, responsible for marketing activities to drive sales and position us as an industry leader across UK, North America and Australasia. Now is a very exciting time to join the marketing team, as you will be able to contribute towards fundamental changes that will take Kinetic to the next level. Kinetic is a fast-paced environment and the Marketing team is at the heart of our agile approach. Personal development at Kinetic is a must, so if you are looking for a role with great career progression look no more!

### Is it you we're looking for?

We would like you to bring energy, creativity and a willingness to walk in our customers' and prospects' shoes. "Work hard, play hard" is our motto so be ready to show us what you got!

An ideal candidate would have:

- Strong strategic thinking and great business acumen.
- A proven record of marketing project and program management.
- Great copywriting skills with a native level of English.
- An extensive experience in campaign management and content creation.
- A decent experience in software product management would be of benefit.
- A brilliant understanding of social media, especially LinkedIn.

- Great analytical skills and interest in marketing insights.
- Extensive experience of B2B is of benefit.
- Previous experience of Higher Education industry is also of benefit.
- Amazing level of detail orientation.
- At least basic knowledge of SEO and event management.
- Drive and a positive approach (we love a good laugh!).
- Team player spirit but confidence to make things happen on your own.
- Last but definitely not least – willingness to learn and make tomorrow better than today!

We are a small team, and a hands-on approach is often the case, so it also would be beneficial if you would have experience in:

- Wordpress;
- Adobe Suite (especially graphic design and video production tools);
- CRM system management (preferably Hubspot and Salesforce);
- At least basic understanding of Google Analytics.