



REF: DIO2110 SOFTWARE MARKETING SPECIALIST
(PERMANENT PART TIME)

Company Profile:

Diomac® is a dynamic and progressive Irish software company specialising in the design, development, and implementation of its own fully integrated management information systems for the food and ingredients industry. Our software, DIOMAC® ERP, provides a complete solution for production, quality, traceability, financial reporting, and analytics giving business owners and management full visibility of their factories and business. With a growing number of client companies in Ireland and the United Kingdom as well as France, South Africa, and USA, this is a great time to join our innovative and creative team.

Job Summary:

Diomac® is seeking to recruit an ambitious marketing specialist to be responsible for developing and managing all aspects of our software marketing and lead-generating strategies. You will focus on creating, implementing, tracking and optimizing campaigns across various marketing channels to build brand recognition and a high quality lead generation process. To be successful, you must be highly self-motivated, proactive, and have a working knowledge of current marketing tools and strategies in order to execute successful campaigns.

We would love to hear from you if you are looking for a new challenge in a purposeful role with a company that fully supports flexibility and work-life integration.

Key Responsibilities:

- Establish goals and objectives in order to reach our customers through appropriate marketing channels (digital and traditional)
- Develop, implement, and track marketing campaigns via various platforms including email, social media, virtual and live events
- Generate and manage market-qualified leads
- Understand our product offering, pricing, placement and promotion
- Undertake competitor research and analyses
- Conduct market research and analyze trends to identify new marketing opportunities and route to market
- Translate the real value of our software into stories that resonate with our target markets
- Develop positioning and unique messaging of the product to make it stand out from competitors
- Develop and create marketing materials, such as sales and product collateral, and ensure brand guidelines are met
- Build and promote brand awareness through marketing efforts
- Analyze and report on the performance and efficiency of campaigns
- Write, proof-read, and edit creative and technical content across different mediums
- Collaborate with internal teams (e.g. sales) to develop and monitor strategic marketing and sales initiatives
- Manage third party relationships to execute marketing programs including design within budget
- Perform other duties when needed



Preferred Skills, Attributes and Experience:

- Bachelor's degree in business administration, marketing, communications, or a related field
- 5 or more years of B2B marketing experience (digital and traditional)
- Strong knowledge of various marketing and analytics tools such as Google Analytics, CRM systems (e.g. Agile CRM, Jira Work Management) and content management systems
- Experience with gaining insights through Voice of the Customer (VoC) processes
- Excellent analytical skills
- Strong written and verbal communication skills
- Skilled in writing, creating and editing content with attention to detail
- Ability to listen and collaborate as well as influence and guide decision making
- Multi-tasking and time-management skills, with the ability to prioritize tasks
- Highly organized and detail oriented.
- Ability to travel as necessary

Bonus Skills & Experience:

- Ability to put thoughts and values into compelling copywriting
- Knowledge of ERP, accounting and financial software
- Proven track record in implementing successful software marketing strategies
- Experience of working with family owned food processing and distribution businesses

This is a part-time permanent position with flexible on-site or remote work options.
We offer health and pension benefits and a highly competitive salary based on experience.

If you think you would be interested in joining the Diomac® team then we invite you to submit a CV and cover letter setting out why you feel you are the ideal person for this role by email to careers@diomac.com.

Closing date for receipt of applications is **Friday 29th October 2021**.