

Marketing Executive

The Role

This Marketing Executive position is an important new role within a successful and growing Belfast software company. Reporting directly to the Commercial Director, the role involves leading all of Aetopia's marketing activities including developing and executing marketing programs via multiple channels such as digital/social, website and pay-per-click. The successful individual will be a self-starter and have some commercial experience plus copywriting and content writing skills. They will also have the ability to translate technical concepts into effective messaging that promotes our product and the Aetopia brand.

Key aspects of the role:

- Working closely with senior management to develop and execute key marketing strategies across main product areas
- Creating exciting and innovative marketing collateral
- Overseeing and managing the effectiveness of marketing campaigns, using our marketing automation platform
- Providing monthly reports on key activities
- Identify and implement opportunities for improving and increasing the value of the Aetopia brand through marketing initiatives
- Maintaining the highest level of communication in line with the brand
- Provide support to other members of the team as may be necessary from time to time to meet business demands

Essential Qualifications

- A recognised qualification in marketing, digital marketing or a related field
- A minimum of 2 years experience in a similar marketing role
- Proven track record in delivering results through proactive marketing campaigns

Desirable Qualifications

- Previous experience of working in a software environment and marketing a software product

About Aetopia

Aetopia is a vibrant and expanding software company based in South Belfast. We specialise in the development of leading-edge Digital Asset Management solutions (DAM) and secure media repositories for a wide and increasingly growing client base currently located in NI, GB, ROI and internationally. Customers use our software platform to aggregate, preserve and share all types of digital assets, especially images, video and audio.

Our Culture

We are small, locally owned, informal, relaxed and definitely not corporate in our outlook. We do whatever it takes to make our customers happy and always go the extra mile. We value excellence and believe that small and highly-performing teams are the key to company success.

Package and Benefits

- Highly competitive salary, reviewed annually
- Access to training opportunities
- Flexible working arrangements
- 6% Employer contribution pension

To apply for this position, please upload your CV to our website (aetopia.co.uk) or send your CV with covering letter to careers@aetopia.co.uk