



Position Description

Position:	Senior Marketing Executive / Analyst
Reports to:	Market Intelligence Director
Supervises:	N/A
Travel Required:	Occasional: to attend meetings, exhibitions and conferences, UK/Europe/US
Location:	The employee is required to work out of the AIIM UK Office. This position is eligible for telework beyond the probationary period.
Infrastructure:	AIIM provides standard office equipment. Telework employee provides internet and phone connections.
Summary:	Reporting to the Market Intelligence Director (MI Director), the Senior Marketing Executive provides assistance to the MI Director for production of existing and new formats of market survey reports, white papers and case studies, and generates marketing activity to improve response and distribution.

Specific Tasks:

1. Assist the MI Director with survey administration, response generation and data collation.
2. Share the workload of writing Custom Content white papers and developing assessment web-tools, to maximize sponsor value and minimize the costs of external authoring.
3. Under the editorial guidance of the MI Director, prototype a new format of AIIM Case Study, confirm sponsor value, and take charge of production.
4. Regenerate the AIIM Poster series and develop other info-graphic presentations.
5. Actively develop social network channels to promote survey participation and report downloads.
6. Take turns with other AIIM speakers to present results of AIIM research at conferences and vendor events.
7. Other duties as assigned.

Qualifications

- Degree in Computer Science, Marketing, Business Studies, English, or similar.
- Proven ability to write clearly, accurately and interestingly.
- Basic Excel skills related to survey analysis and graphical presentation.
- Knowledge of IT, with experience of the pressures on IT in business, and how the business case is made.

- Experience in a B2B marketing role, and knowledge of email and social marketing will be considered an asset.
- The selected candidate will be required to represent AIIM with maturity and confidence, both in print and in person.
- Note: candidates must be eligible for long-term employment in the UK and free to travel on business to all other territories.

Salary

Subject to experience, £33-37k

Apply

Please send a covering letter, current CV and an example of your writing if available (e.g., report, blog, press release, web content, etc.) to recruitment@aiim.org.uk.

Note: profiles may be checked in LinkedIn

Closing date: January 29th 2012