



# Marketing Specialist

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## 1. Job Description

### 1.1 Role Profile (The purpose of the role)

Cirrus was founded in 2013 and specialise in contact centre software, providing innovative solutions for both SME and Enterprise clients. Operating exclusively through UK channel partners, Cirrus has established a strong foothold in the industry. Our headquarters are in Epsom, Surrey.

The Marketing Specialist role at Cirrus is pivotal in driving brand visibility, generating demand, and delivering campaigns that support our business goals. You'll oversee digital platforms, partner marketing programs, and customer advocacy initiatives, ensuring our efforts align with Cirrus' strategic objectives and deliver measurable results

This autonomous role reports to the Head of Marketing and works closely with the wider Marketing and Channel Sales teams. It is a hybrid role that occasionally requires travel to our headquarters and off-site meetings.

### 1.2 Responsibilities of the Role

#### Operational Excellence

- Manage and optimise digital platforms, including Pardot (email marketing, automation, segmentation & asset management), Salesforce CRM (fields, layouts, data uploads & cleaning data), the Cirrus website (SEO and updates), and webinar tools.
- Build and track reports and dashboards across multiple platforms (e.g., Pardot, Salesforce, Google Analytics, and social media) to measure campaign success, and ROI, providing data-driven insights.
- Oversee the lead management process including allocation, follow-up, and progress tracking.

#### Channel Marketing

- Support the planning and execution of demand generation programs (inbound and outbound) in collaboration with channel partners, including webinars, call-out days, emails, lead nurtures, paid media, content syndication, and events.
- Assist and execute creation of partner campaign materials (email, blog, advertising, social media, and website updates).
- Build and maintain strong relationships with channel partners through regular meetings and consistent communication to ensure alignment and drive success.

#### Brand Awareness

- Build Cirrus' reputation as a leader in CCaaS by creating and executing digital marketing campaigns that drive website traffic, increase brand engagement and improve conversion and ROI through content, PPC (Google Ads), social media, email nurture programmes, and advertising.
- Develop and publish thought leadership content, blogs, and case studies to strengthen our market position as a thought leader in the CCaaS industry.
- Manage all event logistics– from major trade shows to smaller summits – managing all aspects, including pre-event planning, on-site execution, and post-event follow-ups.

- Oversee our brand's voice and visuals, ensuring consistency across all campaigns, collateral, and platforms.

### Customer Advocacy

- Create and execute campaigns for cross-sell and upsell opportunities among Cirrus customers.
- Work with the Success team to develop channel partner and direct customer case studies and testimonials.

### Stakeholder Collaboration

- Collaborate with the Channel & Solution sales teams to create sales tools, presentations, and go-to-market collateral that facilitate effective engagement with prospects.
- Liaise with cross-functional teams to align campaigns, messaging, and initiatives with company priorities and product updates.

## 1.3 Experience & Skills

- A strong foundation in B2B marketing is essential, and experience in the CCaaS, SaaS, or IT technology sectors is a plus.
- Self-starter who thrives on autonomy. Skilled at managing multiple projects and meeting deadlines, demonstrating excellent attention to detail.
- An excellent all-round communicator with exceptional teamwork skills. Capable of building relationships with key stakeholders and engaging effectively with diverse personalities.
- Have excellent writing, organisational and record keeping skills.
- Experience using Adobe creative suite, Canva, CRM's (Salesforce), Marketing Automation platforms, AI tools (Chat-GPT) and WordPress.
- Proficient IT skills including MS Word, Excel, PowerPoint and comfortable with data analysis and numerical reasoning.
- Preferable experience with Google Analytics, SEO, Google Ads, LinkedIn & X analytics, Pardot and Google Data Studio.

## 1.4 What we offer

- Competitive salary
- Unlimited Time Off
- Health cover
- Pension
- Hybrid working alongside occasional attendance at events and partner meetings

## 1.5 Security Protocol

- As part of this role, you may be required to go through enhanced background checks. It will be essential for you to co-operate fully with the application process to obtain future DBS or other background checks, as and when required.
- The company is required by law and other regulations to comply with data protection and confidentiality and best practice information security governance.
- It is therefore your responsibility to always maintain Company and client confidentiality. You must not disclose any secrets or other information of a confidential nature relating to the Company or its business, or in respect of any obligation of confidence which the Company owes to any third party, during or after your employment except in the proper course of your employment or as required by law.
- It is your responsibility to understand our Information Security policy in full and to implement any further developments as required.
- It is your responsibility to observe and be compliant with all additional regulations in the Employee handbook.