



Marketing Executive

Campaigns & Marketing Operations

Prepared by:

Department Name: Marketing

Email: Marketing@cirrusconnects.com



TABLE OF CONTENTS

1	Document control.....	3
1.1	Distribution List	3
1.2	Change control.....	3
1.3	Amendment Record	3
2	JOB Description.....	4
2.1	Job details	4
2.2	Role Purpose.....	4
2.3	Key Responsibilities	4
2.4	Essential.....	5
2.5	Desirable.....	5
2.6	Ideal Candidate	5
2.7	What we offer	6
2.8	Security protocol.....	6

1 DOCUMENT CONTROL

1.1 Distribution List

Name	Role	Representing
Eleanor Morden	Head of Marketing	Cirrus
Keely Tanner	Recruitment and HR advisor	Cirrus

1.2 Change control

The document and its associated procedures, templates and diagrams are created and maintained by the Cirrus Team. When a change must be made, the Cirrus team will record and agree the change with the team manager and a note will inform all in the distribution list that a change has occurred. The Cirrus team will periodically update this document to reflect agreed changes.

The issue level of this document is indicated by a 2-part issue number consisting of a major issue number and a minor revision number (m.n). Major revisions to the document are identified by a minor revision number zero (1.0, 2.0, etc.). Draft issues are indicated by an alphabetic revision level (e.g. 0a, 0b, etc. or 1.0a, 1.0b etc. or 1.1a, 1.1b etc.). The alphabetic revision level reflects the progress of the document through draft stages. Once a draft revision has been reviewed and approved for issue at a minor or major revision level, the document is created at that revision level and approvals recorded.

1.3 Amendment Record

Version	Date	Status	Comments
4.0	03/08/2026	Issued	First version

2 JOB DESCRIPTION

2.1 Job details

Founded in 2013, Cirrus is a CX-AI transformation partner helping organisations improve how they manage customer/citizen experience.

As a NiCE Platinum Partner, we work with customers to build AI roadmaps, implement the right parts of the NiCE CXone platform, and make sure their technology keeps delivering ROI as their organisation and the customer experience industry changes.

- **Reports to:** Head of Marketing
- **Direct Reports:** None
- **Location:** Hybrid with occasional travel

Flexible working arrangements will be considered, including reduced hours or a four-day working week.

2.2 Role Purpose

This is a hands-on B2B marketing execution role with a strong marketing operations focus. The role helps Cirrus turn agreed go-to-market priorities into well-managed marketing activity that reaches, engages and progresses the right audiences.

They will be responsible for taking agreed campaigns, events, webinars and roundtables from approved brief through to delivery, follow-up and reporting.

The Marketing Executive will not own marketing strategy, creative direction or core messaging. Those sit with the Head of Marketing and external creative/content partners.

The value of the role is in owning execution once direction has been agreed, helping Cirrus increase brand visibility, engage target audiences and support demand generation.

This is not a social media, brand, PR, copywriting, design or content creation role.

2.3 Key Responsibilities

- Deliver agreed B2B marketing programmes across campaigns, events, webinars and roundtables to increase brand awareness, audience engagement, demand generation and customer communications.
- Drive agreed marketing activity through to completion, ensuring delivery, follow-up, reporting and next steps support the intended outcome, such as awareness, engagement, demand generation, customer communication or Sales follow-up.
- Organise and manage in-person and virtual events so attendee experience, supplier coordination, stakeholder readiness and post-event actions contribute to lead generation, customer engagement or opportunity progression.

- Coordinate Sales, Customer Success, NICE, agencies and suppliers so inputs, approvals and dependencies are clear, reducing delays and improving execution quality.
- Own Salesforce Marketing Cloud execution from planning to completion, making sure communications are targeted, automated where appropriate, consent-aware and measurable.
- Maintain Salesforce CRM processes so marketing data, lead allocation, workflows and dashboards improve tracking, sales visibility and performance measurement.
- Deliver website and landing page updates that reflect current GTM priorities, strengthen campaign conversion points and support basic SEO, AEO and GEO visibility.
- Report on all owned marketing activity, highlighting performance, issues and improvements for future programmes.

2.4 Essential

- Previous B2B marketing experience.
- Experience delivering marketing campaigns, events, webinars or digital marketing activity from brief through to delivery, follow-up and reporting.
- Ability to work independently within a small team, manage multiple priorities and keep work moving without constant direction.
- Strong attention to detail and organisational skills, with the ability to manage deadlines, tasks, records, handovers and follow-up actions.
- Clear written and verbal communication skills, with the ability to work effectively with Sales, Customer Success, partners, agencies and internal stakeholders.
- Working knowledge of CRM and marketing automation platforms, such as Salesforce and Salesforce Marketing Cloud
- Understanding of digital marketing principles, including email marketing, website performance, SEO, campaign tracking and analytics.
- Strong IT skills, including Microsoft Word, Excel and PowerPoint.
- Confidence using AI tools such as ChatGPT to support research, drafting, productivity and marketing delivery.

2.5 Desirable

- Experience in CCaaS, SaaS, IT, telecoms, customer experience, contact centre technology or another technology sector.
- Experience using AI and digital Marketing tools. E.g Google Analytics
- Working knowledge of SEO, AEO, GEO or AI search visibility.
- Experience producing reports that explain what changed, why it matters and what action should happen next.

2.6 Ideal Candidate

The successful candidate will be proactive and comfortable taking ownership in a small marketing team and should take pride in completing their work to a high standard.

They should be able to understand an agreed brief, ask the right questions, identify what needs doing, flag risks early and recommend practical next steps.

We are seeking someone with at least two years' previous marketing experience who can work independently, manage priorities, use judgement and take ownership of agreed activity.

The successful candidate must be happy to travel for work occasionally

2.7 What we offer

- Competitive salary and benefits package
- Opportunities for professional development and career advancement
- A supportive and collaborative work environment
- The chance to be part of an innovative and growing company

2.8 Security protocol

- As part of this role, you may be required to complete enhanced background checks. It will be essential for you to cooperate fully with the application process to obtain DBS, BPSS or any other background checks required.
- Proof of right to work status will be required.
- The Company is required by law and other regulations to comply with data protection, confidentiality and information security governance.
- It is your responsibility to maintain Company and client confidentiality at all times. You must not disclose any confidential information relating to the Company, its business, or any obligation of confidence the Company owes to a third party, during or after your employment, except in the proper course of employment or as required by law.
- It is your responsibility to understand the Company's Information Security Policy in full and implement any further developments as required.
- It is your responsibility to observe and be compliant with all additional regulations in the Employee Handbook