

Launch your career in marketing and get paid to study



Are you a tech-savvy, outgoing, potential marketing pro interested in supporting the growth of a leading cybersecurity company?

As a Lead Generation Specialist, you will join the growing Marketing Team at Softwerx. Softwerx are world-class Microsoft security experts based in Cambridge.

Your role will be an important part of a team connecting with potential customers, focused around showcasing our cybersecurity solutions and expertise.

Your job title: Lead Engagement Specialist/Microsoft Security Analyst

Job specifications

- The job is part of a four-year blended degree BSc (hons) Digital Marketing qualification via Anglia Ruskin University, working four days a week and studying remotely one day a week, with your studies 100% paid for by the company/UK Government
- The role will involve hybrid work, working from the office near Cambridge 1-2 days a week



- You will be paid a competitive market salary
- No prior work experience is necessary but would be beneficial
- 25 days' paid holiday included
- Get training in cutting edge 'marketing-tech' tools

A day in this job role looks like

- Identifying new potential customers- connecting with IT Directors and Managers
- Learning about and growing your influence in particular industries
- Using various tools to identify new potential customers and to engage with them over digital platforms, e.g., LinkedIn and other social media
- Engaging potential customers by sharing our content
- Growing our event attendance
- Using automated marketing software (e.g., Microsoft Dynamics CRM)
- Entering and maintaining contact data into our database
- Researching the latest Microsoft & Softwerx security solutions and marketplace
- Building our following e.g., growing our newsletter subscribers, social media followers, etc
- Encouraging potential customers to take up our free security assessments and workshops/demos

You'll suit this role best if you have

- A school-leaving certificate, NVQ, or equivalent
- An outgoing personality who likes connecting with new people online
- An appreciation for the positive impact of IT and tech
- Great ability to communicate
- Ability to keep track of multiple activities
- Analytic and social skills

About Softwerx

We're on a mission to help modernise and secure businesses across the UK and Europe. Our vision is to become the most trusted Microsoft cloud security practice in the world. We work with a wide range of different sectors and businesses throughout the UK and Europe. We're a dynamic, fast-growing, and friendly team.

For more details, or to apply, email info@softwerx.com with a copy of your CV and cover letter.

