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## JOB DESCRIPTION

### Marketing Specialist, NZ

**Spotlight Reporting** is a transformational company at the forefront of the cloud-based software industry. Spotlight has four business intelligence tools, designed specifically for accountants looking to transform the way they deliver advisory services to their clients. Spotlight imports data from leading financial and non-financial software products to create powerful dashboards, reports, three-way forecasts and multi-entity consolidations.

We're a global company and have offices in the UK, New Zealand, Australia, US and Canada – in fact, by the time you read this ad, chances are that more new people have joined our team in a few of our overseas offices.

### Position Summary

To drive regional growth, we're looking for an enthusiastic and experienced Marketing Specialist to join our Global Marketing Team. This role is based in Wellington, NZ and reports to Spotlight Reporting's Marketing Manager. The role also has cross over with our Design and Sales Teams.

### Core Responsibilities

- Create regular webinars and other content to provide thought-leadership topics to our target audiences.
- Organise quarterly Spotlight Reporting events and interactions.
- Create marketing campaigns and content to drive quality lead generation in our Enterprise, Accounting and large Direct channels.
- Close collaboration with both our regional Sales and Marketing Teams.
- Use social media platforms and live events to leverage and grow an interactive Spotlight Reporting community where accountants can support and learn from each other.
- Enhance strategic partnerships and develop collaborative projects within the accounting ecosystem.
- Nurture accounting firms and businesses through the development of marketing programmes.

## Desired Skills and Experience

- Minimum 2-3 years experience in a marketing role.
- Ability to collaborate and communicate with the Marketing Team and other team members essential.
- Experience in email marketing and digital marketing, and webinars
- Strong copywriting skills.
- Self-starter, able to work with a wide range of stakeholders, external partners, and strategic accounts.
- Experience using Salesforce, Hubspot/Marketo, GoToWebinar will be highly regarded.
- Project management skills.
- Experience writing briefs, compiling reports and presentations with a business purpose in mind.
- A global mindset, comfortable working with different colleagues on the other side of the world.

## This role is:

- Full-time and permanent.
- For NZ citizens or permanent residents only.
- Wellington (Petone) based.

Apply today by sending your CV to [shane@spotlightreporting.com](mailto:shane@spotlightreporting.com)