
JOB DESCRIPTION

Marketing Specialist, NZ

Spotlight Reporting provides progressive accountants, CFOs and Finance Managers with a comprehensive suite of reports, forecasts and dashboards that save time and effort to enhance business decision-making clarity. We also support accounting firms in transforming their businesses by offering advisory education resources, enabling them to expand their advisory services and generate new revenue streams.

As a global company with teams in New Zealand, Australia, the UK, US and Canada, we are seeking an enthusiastic and experienced Marketing Specialist to join our Global Marketing Team and drive regional growth.

Position Summary

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

- 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
- 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
- Enhance strategic partnerships and develop collaborative projects within the accounting ecosystem
- Nurture accounting firms and businesses through the development of marketing programmes
- Ongoing event ROI reporting and evaluation of marketing programme spend
- Identify opportunities for increased brand awareness and product recognition (i.e. Award entries)

Desired Skills and Experience

- Minimum 3 years experience in a marketing role
- Ability to collaborate and communicate with the Marketing Team and other team members
- Experience in email marketing, digital marketing, and webinar creation and hosting
- Strong copywriting skills
- Self-starter, able to work with a wide range of stakeholders, external partners, and strategic accounts
- Experience using Salesforce, Hubspot, and Zoom
- Project management skills
- Experience writing briefs, compiling reports and presentations
- A global mindset, comfortable working with colleagues on the other side of the world.

This role is:

- Full-time and permanent.
- Wellington (Petone) based.

Apply today by sending your CV to shane@spotlightreporting.com