We’re growing

Job Vacancy | Marketing Executive

August 2021

UK HQ: Taopix Limited, The Greenhouse, Meadowfield, Ponteland, Newcastle Upon Tyne, NE20 9SD

Company Registration Number: 06251046 | VAT Number: 135 6094 15

About our company

In 2007, the Taopix product was born to fill a gap in the photo market, digital photography changed the way people archived and preserved their photographs. We have since grown a strong global distribution network, with offices around the world and our headquarters based in Newcastle Upon Tyne, UK. Taopix the brand is backed by a strong channel of partners, such as HP, Imaging Solutions and Canon, who support us globally.

Our in-house Development, Design, QA and Support teams, plus our Operations, Finance, Human Resources and Marketing departments are all based at our headquarters in Newcastle. The Taopix Team have extensive industry experience, with three quarters of us working in R&D.

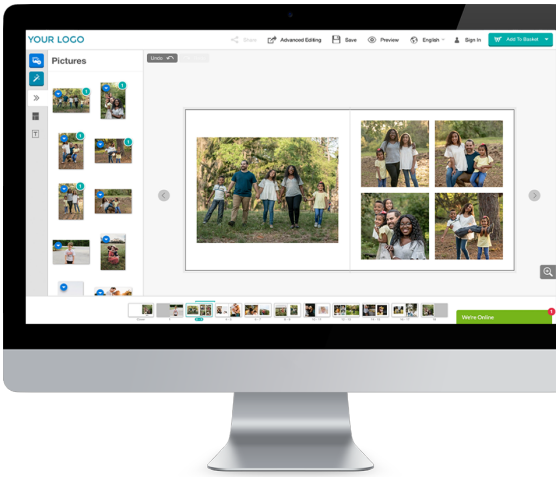
We deliver a market-leading software platform dedicated to the growing digital photo market, focusing on photobooks and personalised photo gifts. Our complete software solution is available in over 60 countries in 20 languages via a dedicated network of global partners and resellers. Our focus is on helping businesses sell photo products across our web, mobile and desktop applications.

'From day one, we've focused on delivering a world class photobook and photo gift platform. That's an ethos that we carry through into our product today. This has led to Taopix becoming the platform of choice within the personalised photo products markets.'

James Gray, CEO & Co-Founder, Taopix

Taopix the product

Taopix is a fully customisable, white label software offering a suite of five applications working seamlessly together to deliver a flexible and powerful photo commerce platform. We are focussed on our customers' success & are always looking at ways to innovate & differentiate, allowing our clients to stand out in their respective markets.



Why you should join Taopix

We firmly believe that a happy team makes for a productive workplace. Our fast paced, friendly working culture is best summed up as; '**Work hard, play hard**'. We believe in rewarding our employees for the hard work and effort they put in. Some of the benefits we currently offer to our employees include:

Develop your skills Tailored training & development programme including extensive training on the entire applications suite.

Taopix food club Company subsidised food club with food cooked by our in-house Chef. Plus, Tea, Coffee, drinks and fruit snacks are provided.

Taopix social club Company subsidised social club events and biannual company events.

Private medical insurance We offer private medical insurance.

Casual dress code Casual dress code in the office.

Work and play Recreational facilities and chill out zone, including pool, darts and table tennis.

Free parking Free parking in our own office car park.

Equipment MacBook laptop, monitors, Apple keyboard and mouse.

Pension 5% match basis company pension scheme.

Holidays up to 37 days holiday per year (inc. Public Holidays and option to buy)

Life Insurance Group life insurance.

Rewards Annual competitions and rewards.

Taopix Core Values

Customers first
Customers come first; they are at the forefront of everything we do. Our customers' success really matters to us. Our success is 100% dependent on theirs.

Do it now
We are effective, proactive and always respond with a sense of urgency. If something needs to be done, we just do it.

World leading quality
We believe in delivering to the highest standards in everything that we do.

The BEST
We're world leaders at what we do and to maintain this we employ the best people; we work with only the best and those aiming to be the best!

Positive people
Team Taopix are positive and enthusiastic people. We value the people we work with and the work that we do. We're enjoyable to work with and we know how to have fun!

Passionate
We are passionate about delivering world leading products and services. We're passionate about Taopix and we love what we do!

Professionals
People look to us to be professional. This means conducting ourselves and our business to the highest standards. We are transparent and open in all that we do.

Continuous improvement
World leading companies are not afraid of change and want to constantly improve. We continuously listen and look for ways to improve… everything!

Partnership working
Working for and with Taopix means you become part of the Taopix family! We are courteous to each other, and we treat each other with the respect we all deserve.

Marketing Executive Position

Job Title	Marketing Executive	**Commencement Date**	
Job Type	Permanent	Positions available immediately	
Department	Sales and Marketing	**Working Hours**	Full Time
Location	Newcastle Upon Tyne, UK	**Starting Salary**	£22,000+ based on experience

---

About the Role

We're offering an exciting opportunity for an experienced, motivated and proactive Marketing Executive to join our Sales and Marketing team at Taopix HQ based at our Head Office in Ponteland.

The successful candidate will be passionate, creative and results driven. The successful candidate will be expected to develop our global presence, lead generation and accelerate growth.

For the right applicant, we can offer a competitive starting salary, exciting challenges, compelling rewards, travel opportunities, excellent benefits and a great working environment. In addition, we will help you to achieve your goals with professional development and regular career progression sessions.

Responsibilities and Objectives

Working alongside our Commercial Director, you'll be responsible for assisting in the success and growth of Taopix. We expect you to work as part of a team to achieve the following responsibilities and objectives:

- Establish position and audience to develop marketing plans with specific objectives
- Lead the execution of marketing plans
- Analyse data and insights, market analysis and customer success to build strategies
- Deliver enterprise level sales resources and materials (PowerPoint and white papers etc)
- Coordinating the writing and editing of client communications including promotional materials, newsletters, and press releases
- Maintain social media activity and email marketing
- Build strong relationships with key partners
- Managing events, exhibitions, and trade show marketing
- Track site traffic, engagement, and conversions
- Maintain a good level of SEO for Taopix websites
- Prepare management reporting

Essential Requirements

- Proven experience developing marketing plans and campaigns
- Excellent written and verbal communication skills
- Metrics-driven marketing mind with eye for creativity

Desirable Requirements

- Bachelor's degree or other academic qualification in marketing, business, or related field
- 2+ years' experience within a marketing role
- Experience in B2B and B2C environments
- Understanding of Ecommerce and SEO
- Additional language(s)
- Interest in Photography
- Google Tag Manager Implementation skills

What you can expect from us

At Taopix, we know we can't deliver the best without recruiting the top talent. In order to ensure that we provide the best environment for our team, we aim to create the ideal working environment. We will provide support, training and time needed so that you are able to flourish in your role. Our core values are key to our culture and make Taopix an enjoyable place to work. We feel this is crucial to our future growth and the success of the company.

You can expect us to:

- Arrange regular meetings and update sessions
- Provide a training and personal development plan bespoke to you and your needs
- Career progression and mentorship
- Set clear objectives, actions and KPIs and monitor these during one-to-one sessions

Want to work with us?

Send your CV and covering letter to
jobs@taopix.com

UK HQ: Taopix Limited, The Greenhouse, Meadowfield, Ponteland, Newcastle Upon Tyne, NE20 9SD

Company Registration Number: 06251046 | VAT Number: 135 6094 15