

# Graduate Marketing Executive

**ApplianSys is a pretty special company and an exceptional place for a highly capable, ambitious graduate looking for a great foundation in marketing to kick-start to your career.**

A bold claim for a company with less than 100 employees? We don't think so...

- ApplianSys aims to be a world class SME. In terms of business performance - and what it has to offer to graduate employees - it is clearly out of the ordinary.
- Its success to date is exciting, and threatening to become spectacular
  - Customers in over 150 countries.
  - A world leader in its global niche, over 50% share of the US market.
  - Set to grow revenues by 500-1000% in the next 12 months
  - Opened regional hub offices in Austin, TX and Kuala Lumpur in the last 2 years
  - Workforce set to double in the next 12 months
  - Customers often testify that our products and our service are world class
- ApplianSys is a true marketing company, led by senior managers with world-class marketing backgrounds. "I learned more here in 2 years than I learned in the previous 10" – our Marketing Manager. .
- Graduate development in ApplianSys is exceptional - a track record stretching back over 15 years demonstrates it is a real career accelerator, proven by the salaries our graduates command down the line.
- People enjoy working at ApplianSys and believe it has a special, positive culture.
  - Hard-working, meritocratic, supportive. Friendly, team-oriented, open and progressive. Employees describe the company as "like a family".
  - Highly internationalist mindset, with diversity valued. The company has employed over 50 different nationalities. The workforce is diverse in gender, race and religious background.
  - The company has strong values, which go beyond its business objectives – and which we live by.

Our graduate positions give you rapid exposure to all aspects of marketing, the opportunity for responsibility, reward and rapid progression and the chance to have impact in an exciting high growth business.

## The role

Successful candidates will receive rigorous ongoing and structured programme of training and coaching and the possibility of exposure to end-to-end marketing activity, from research through strategic planning to implementation of the marketing mix. Individual roles can be shaped as you develop in line with your particular interests and aptitudes.

You are likely to be involved in market research, planning, design and production of all communication and sales support materials, website management and development, PR and guerilla marketing.

## What we're looking for

Proven achievers – 1st Class Honours degree; alternatively a 2:1 with evidence of high achievement elsewhere. A degree in a business or marketing discipline may give you a head start. Graduates who have also studied some Computer Science/IT as part of their degree will have a further advantage.

# Marketing Executive

Successful candidates must be able to demonstrate convincingly that they have:

- Intelligence and intellect. In particular, able to handle complex issues with a sound, rigorous analytical approach and excellent structured communication
- Excellent communication skills – both written and verbal. Already fluent in producing documents to a good standard, including graphical / diagrammatical content
- Drive, energy, tenacity, and commitment to excellence
- Excellent teamwork – working collaboratively on complex tasks - and interpersonal skills

In addition, the candidates are likely to have an advantage if they have:

- Any specific marcoms production skills: web development, SEO, copywriting, advanced PowerPoint, graphics production, etc.
- Demonstrable maturity in a business environment
- Interest and aptitudes for working in the IT industry
- Fluency in foreign languages a distinct advantage, esp. French, Arabic, Portuguese, Spanish
- Evidence of previous practical exposure to marketing and/or the IT industry an advantage

<b>Salary</b>	Attractive remuneration package - £25-30k+ first year – with significant earnings growth potential
<b>Location</b>	Coventry
<b>Start</b>	ASAP

## How to apply

If you believe that you have got what it takes, then send your CV to [recruitment@appliansys.com](mailto:recruitment@appliansys.com)

Please include a covering letter which explains:

- Why are you interested in working in marketing?
- Why are you interested in this job in particular?
- What are your particular strengths which make you a stand-out candidate?

Please note that applications without a covering letter will not be considered.