

## | The Role

We're looking for a competent Marketing Manager to join Coyote's marketing team on a 12-month fixed term contract. The role will involve the management of the Coyote website, social media channels and liaising with relevant stakeholders to communicate relevant and engaging updates to our target markets.

The marketing team at Coyote is responsible for generating inbound leads which the wider revenue team can then progress into opportunities. We do this through a mix of SEM and content marketing, social (paid and organic), paid search, press/pr and events.

As Marketing Manager, you'll be responsible for creating website updates, creating posts for LinkedIn and Twitter, organising prospect focussed events, liaising with the design, sales and client success teams, agency partners, and occasionally with prospects and clients.

We're looking for a natural communicator who can manage multiple workstreams and prioritise their tasks. Here are some of the skills we'd expect to see the ideal candidate demonstrate:

- Confidently working with internal and external teams to understand where company/product/team updates can be turned into marketing content
- Understanding how to repurpose a piece of existing content into several versions, for distribution across several platforms
- Briefing ideas and requests into other members of the team, including design and content creation requests
- Adept at using technology to create efficiencies and automations in the marketing process
- Planning and organising events targeted at prospects and clients

This role is based at our permanent office space in the [Monument Building](#) and we've kept a flexible working-from-home policy, meaning that most of the team WFH Mondays and Fridays.

## | About You

If you're a creative marketer – either editorially creative with a passion for words, or technically creative with a passion for performance-led marketing, and you're looking for a chance to prove yourself in the next stage of your career, we want to hear from you.

Some of the things we'd like you to have include:

- Excellent communicator, both verbally and in the written form
- Experience of managing a website and/or social media schedule
- Confident in contributing ideas during the creative process
- Can-do outlook, providing solutions to problems
- Will research and learn quickly when facing a challenge
- Experience in SaaS or tech would be an advantage, but not essential

## | The Process

We like to keep the process as quick and painless as possible, so here's what to expect:

**Stage 1:** The initial phase will be an informal discussion about your experience, with the Head of Marketing. It will take between 30-45 minutes, and we'll do this on Zoom.

**Stage 2:** An in-person interview with a couple of people from the revenue team, including our Marketing Manager and our CRO (Chief Revenue Officer). This will involve a general discussion about you, Coyote and the role.

**Stage 3:** The final-round interview with our CEO & Co-Founder. This discussion will be about your career and about some of the frameworks we put in place, to give everyone the best chance of success at Coyote.

## | About Us

Until 2016, PropTech was an industry very much in its infancy. The tools available for the acquisition, analysis and management of a property portfolio were limited, hard to use, and poorly designed. Coyote Software saw the gap and filled it: a powerful, visually stylish web and mobile based product for the acquisition and management of real estate. Coyote was born out of M7 Real Estate, an industry leading real estate company, co-founded by our CEO in 2009, which has grown to \$8bn+ of assets under management, with 250 staff in 17 offices across Europe. In 2017 it made sense to detach from M7 and focus our efforts on being, first and foremost, a technology company designing, developing and providing a tech product.

We've enjoyed a phenomenal start. The team we've created is already 40 strong and our growth plans are truly global. We are on the cusp of receiving our Series-A funding investment which we will use as rocket fuel to grow our team. We are planning to grow by 30 people in the next 12 months.

A key part of this success is down to our fantastic team with a deep knowledge and understanding of the commercial real estate industry. For example, our Professional Services Consultant Paige who initially joined the Coyote team to support and train our clients now works as a consultant, working closely with clients. Paige onboards our clients onto Coyote, configures Coyote Market to suit their requirements and integrates multiple property management systems for Coyote Managed. She also creates bespoke reports to ensure our clients get the most out of Coyote.

At Coyote we believe in the importance of flexibility. We do this by offering hybrid working, giving our employees a great work-life balance and the choice of where to work, plus the correct kit to be able to work successfully from home. We are flexible with our working hours, meaning that if you need to leave early to collect your children from school or want a

longer lunch so that you can attend a gym class – that's fine! We trust that our employees will manage their own time as required.

We offer competitive salaries and bonus potential. All employees are entitled to 25 days holiday each year plus public holidays and receive an additional day of annual leave for every work-iversary up to your 5th work-iversary with us.

We have worked hard to create a fantastic culture and to ensure this continues as the team grows, we host two annual team events, plus quarterly departmental events. We also have a Coyote team breakfast every Wednesday morning, which gives everyone a chance to speak to other members of the team who they might not speak with regularly. It's also a great way to start the day!

We have a great list of benefits including an 8% non-contributory pension, mental health support from your first working day, private medical insurance for you and your family plus cycle schemes and season ticket loans. Coyote is an equal opportunity employer. We strive to always be as inclusive as possible in all aspects of employment and will not tolerate discrimination of any kind.

### | How To Apply

Send your CV and any supporting references of your work to: [careers@coyote.co.uk](mailto:careers@coyote.co.uk)