

Job Description

Position	Marketing Executive
Date	16 th May 2023
Reports to	Marketing Manager
Reports	None

Responsibilities

As a Marketing Executive you will be involved in the creation, running and monitoring of multi-channel campaigns to attract and engage customers within the low temperature physics and quantum computing markets.

Responsibilities:

- Creating marketing resources and keeping them up to date (website, brochures, ad. Copy).
- Create content for ICE's social media accounts.
- Manage and track campaigns, producing reports on campaign trends and insights.
- Assist with keeping the website up to date with prices, news and products - liaising with 3rd party agencies when required.
- Assist with improving search engine rankings, both paid and organic.
- Assist with mailing list growth and management and the production of email marketing campaigns.
- Support sales efforts as required. Some travel may be required for tradeshow, conferences, training or other sales and marketing activities.
- Compile competitor analysis when required.
- Gather customer feedback and testimonials.
- Responsibility for ensuring consistent branding across all products.
- Investigate how any other marketing tools can help ICE to promote itself.

Desired Skills and Experience:

- Bachelor's degree or Level 3 Apprenticeship in a relevant subject.
- Prior experiences in technical marketing, ideally B2B.
- Confident with Microsoft Office Packages.
- Experience using CRM and Marketing Automation Software (ideally Dynamics 365 and Click Dimensions).
- Experience using Google Analytics to monitor web performance.
- Experience with Google Ads.
- Experience using Adobe Creative packages, specifically Photoshop and Illustrator.

About You:

- Organised, detail orientated and possessing a high level of integrity.
- Ability to manage multiple projects at the same time.
- Keen to stay up to date with the latest industry and marketing news, trends, and developments.
- Willingness for continuous learning.
- Proactive.

Details

Written by	Cesca Molyneux
Employee Name	
Signed by employee and date	