



MARKETING AND COMMUNICATIONS MANAGER

MAIN PURPOSE OF JOB:

The Marketing and Communications Manager at ION Science Ltd. is responsible for the development and supervision of all marketing and communications strategies for the company. As the team's senior marketing professional, the individual will play an important role within the Commercial leadership team.

Through enablement, support, and guidance, they will help to drive the strategic growth of ION Science and our range of products. The individual will oversee the development of all team members, departmental goals, strategies, and implementation plans to execute comprehensive global marketing campaigns.

JOB ROLE:

- **Planning:** Plan, recommend, and deliver an integrated marketing & communications strategy, across the Sensors and Instrumentation divisions, that enhances brand and assists the business in achieving its objectives, vision, and values.
- **Corporate Relations:** Plan, develop, implement, and measure all public & corporate relations activities. Delivering projects and campaigns on time, within budget and to a consistently high quality.
- **Sales Support:** Devise innovative strategies and campaigns to support the sales team, helping generate high quality sales leads.
- **Brand:** Manage, develop, and control the brand in all media, both internally and externally.
- **Brand:** Alignment of the company vision, mission, proposition, and values with the ION brand and ensuring effective ongoing communication.
- **Budget:** Management and forecasting of the annual marketing & communications budget.
- **Campaign Management:** work with the marketing team to develop integrated marketing campaigns that reach our target audiences in the most time and cost-effective manner. All campaigns should be integrated with sales to ensure timely and effective follow up to maximise ROI.
- **Internal Communications:** Manage the marketing team to deliver a consistent message to employees to help drive awareness and engagement.
- **Social Media:** Manage our social media approach and channels, including setting the structure and delivering appropriate training.
- **External Agencies:** Manage all marketing agency relationships.
- **Subsidiary Management:** Managing relationships and communications with global subsidiaries and marketing representatives, overseeing the creation and/or localisation of supportive communications and marketing collateral. Ensuring global branding is uniform and aligned.



- Competition: Driving the regular researching and analysis of the competitive environment (brand, products, pricing, acquisitions) to understand any impact on marketing plans, and to improve targeting and positioning. Working with sales & product managers to share and utilise all market intelligence.
- CRM: Lead an effective strategy for the CRM and marketing platform (currently HubSpot) to ensure effective utilisation and execution.
- Continuous improvement: Identify new marketing opportunities, processes, and solutions that solve problems and drive efficiencies.
- Team management: Leading and inspiring a team of marketing individuals to achieve their full potential. Driving for results that are aligned with the marketing and business strategy.
- Targeting: Setting departmental and individual marketing KPIs, goals and targets with direct reports and reporting on team goals. Implementing effective reporting tools across the department for the measurement of key marketing metrics and statistics for monthly reporting and analysis.

SKILLS

- Expertise in developing integrated communications programs, drawing on all areas of the marketing mix including direct marketing, CRM, events, and digital channels.
- Have a high level of organisation and prioritisation skills.
- Strong analytical skills, together with the ability to resolve problems and make decisions under pressure.
- Able to influence at all levels of business, and with all stakeholders.
- Possess a high level of motivation and initiative.
- Expertise in brand management.
- Ability to identify key messages, audiences, and channels, and formulate a communications strategy across them all.
- Excellent in building relationships with colleagues internally, and externally with agencies, subsidiaries, distributors, and suppliers.
- Target and results driven.
- Ability to work under pressure and to deadlines.
- Proficient in Microsoft Office applications such as PowerPoint, Word, and Outlook.
- Confident with Photoshop, InDesign, and WordPress.
- Have an excellent knowledge and understanding of HubSpot CRM, Sales, Service and Marketing platform.

TEAM AND REPORTING TO:

This role will manage the Marketing team and reports directly to the Commercial Director.



BENEFITS:

- 25 days annual leave + Bank Holidays
- Pension Scheme
- Life Assurance Scheme
- Private Medical Scheme
- Cycle to Work Scheme

WORKING PATTERN:

- Monday to Thursday: 08:30 – 17:00
- Friday 08:30 – 15:45
- 45 minutes unpaid lunch break per working day
- Full time
- Fixed term 9 – 12 months' position
- Occasional travel and work outside of standard hours may be required to support marketing activity and projects including national and international exhibitions and events

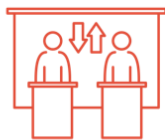
LOCATION:

This role is based at the Ion Science head office, located in Fowlmere, 10 miles south of Cambridge. The role requires you to be on site, full time.

OUR CORE VALUES:



Fun



**Embrace
change**



Respectful



Responsive



**Challenge the
status QUO**



Committed