



MARKETING EXECUTIVE

ABOUT ION SCIENCE:

ION Science is a global leader in the development and manufacture of advanced gas detection and sensing technologies. With a commitment to innovation, quality, and safety, we empower industries worldwide to enhance workplace environments and safeguard lives. As we continue to expand our market presence, we are seeking a dynamic and results-driven Marketing Executive to join our team.

JOB OVERVIEW

As a Marketing Executive at ION Science, you will play a pivotal role in developing and implementing marketing strategies to promote our pioneering products and solutions. Working closely with cross-functional teams, you will contribute to brand awareness, lead generation, and customer engagement initiatives.

RESPONSIBILITIES:

Strategic Planning:

- Collaborate with the marketing team to develop and execute comprehensive marketing plans aligned with business objectives.
- Analyse market trends, competitors, and customer behaviour to identify opportunities for growth.

Digital Marketing:

- Manage digital marketing campaigns, including SEO, SEM and email marketing.
- Create engaging content for online channels to enhance brand visibility and drive website traffic.
- Monitor and analyse digital marketing metrics to optimise campaign performance.

Content Creation:

- Develop compelling and targeted content for various platforms, including website, blog posts, whitepapers, and case studies.
- Ensure consistency in messaging and brand representation across all communication channels.

Event Management:

- Coordinate and execute participation in industry events, conferences, and trade shows.
- Work with the sales team to maximise lead generation and brand exposure at events.



Market Research:

- Conduct market research to identify customer needs, industry trends, and competitive landscapes.

Collaboration:

- Liaise with cross-functional teams, including sales, product management, and customer service, to align marketing efforts with the overall business goals.
- Foster strong relationships with external partners, agencies, and stakeholders.

SKILLS AND EXPERIENCE:

- Marketing Degree or Qualifications desirable but not essential.
- Experience in B2B marketing, preferably in a technical or industrial setting, highly desirable.
- In-depth experience with HubSpot CRM or similar required.
- Understanding of website and marketing analytics tools e.g., Google analytics, Google AdWords and SEMrush with preferred knowledge of WordPress, HTML and CSS desirable.
- Proficient in Microsoft Office Suite (Word, Excel, Outlook) and Adobe Creative Suite (Photoshop and InDesign) required.

- Highly creative with experience in identifying target audiences and devising campaigns that engage and inform.
- Experience in planning and leading initiatives.
- Experience optimising landing pages and user funnels.
- Experience with A/B testing.
- Outstanding communication, interpersonal and presentation skills.
- Self-motivated and enjoys achieving targets and results.
- Excellent multi-tasking and time-management skills, with the ability to prioritise tasks and detail oriented.

- Excellent copywriting skills across all marketing platforms.
- Excellent in building relationships with both internal and external stakeholders.
- Ability to work in a fast-paced environment.

REPORTING TO:

Reporting to the Marketing and Communications Manager.

BENEFITS:

- 25 days annual leave + Bank Holidays (annual holiday increasing with service)
- Pension Scheme
- Life Assurance Scheme
- Private Medical Scheme
- Cycle to Work Scheme
- Discretionary Annual Bonus
- Team events and perks



WORKING PATTERN:

- Monday to Thursday: 08:30 – 17:00 - Friday 08:30 – 15:45.
- Full time
- Permanent 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 is required for you to be on site.

OUR CORE VALUES:



Fun



Embrace change



Respectful



Responsive



Challenge the status QUO



Committed