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## MARKETING EXECUTIVE

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### About ION Science Ltd:

ION Science Ltd is a UK-based company specialising in the development and manufacture of advanced gas detection instruments and sensors. With over 37 years of experience, ION Science is renowned for its expertise in Photoionisation Detection (PID) technology. In 2022 ION Science were awarded the Queen's award for Enterprise for MiniPID Sensors.

Our comprehensive range of portable, personal, and fixed gas detection solutions is deployed across a broad spectrum of industries including oil and gas, petrochemical, pharmaceutical, and manufacturing supporting our mission to protect lives and preserve the environment.

We pride ourselves on being a fun, friendly, people-orientated organisation and a great place to work with strong core values and high employee retention. To find out more visit [ionscience.com/en/careers/](https://ionscience.com/en/careers/).

### ROLE OVERVIEW

As a Marketing Executive at ION Science, you will play a key role in shaping how our brand is seen across global markets. You will plan and deliver multi-channel marketing campaigns that drive awareness, generate leads, and support our international sales teams.

This is a fantastic opportunity for a creative and commercially minded marketer to gain hands-on experience across digital marketing, content creation, events, and campaign strategy within a fast-growing technology company.

### ROLE DESCRIPTION

#### Planning

- Collaborate with the marketing team to develop and execute marketing plans aligned with business objectives.

#### Digital Marketing

- Plan, execute and optimise digital marketing campaigns across SEO, paid search and email to drive lead generation and website engagement.
- Develop high-quality campaign content including blogs, case studies and marketing assets that position ION Science as a leader in gas detection technology.
- Monitor and analyse digital marketing metrics to evaluate and improve campaign performance.

#### Content Creation

- Create compelling and targeted content for a range of platforms including website pages, blog posts, whitepapers and case studies.
- Ensure consistency in brand messaging and tone across all marketing and communication channels.



### **Event Management**

- Support and coordinate marketing activity for international exhibitions and industry events to generate leads and enhance brand visibility.
- Work closely with the sales team to maximise engagement and follow-up opportunities from events.

### **Market Research**

- Conduct market research to identify customer needs, industry trends and competitor activity to support marketing strategy.

### **Collaboration**

- Work with cross-functional teams including sales, product management and customer service to ensure marketing initiatives support wider business goals.
- Build and maintain strong relationships with external partners, agencies and stakeholders.

## **SKILLS AND EXPERIENCE**

### **Required**

- Energetic, proactive and motivated with a positive approach to delivering marketing initiatives.
- Strong communication and interpersonal skills, with the ability to work effectively with internal teams and external stakeholders.
- Excellent organisational and time-management skills, with the ability to manage multiple tasks and prioritise effectively.
- Strong copywriting skills and the ability to create engaging marketing content.
- Experience using marketing automation platforms such as HubSpot or similar.

### **Ideally Candidates Will Have as Many of the Following Skills and Experience as Possible**

- A degree in Marketing or a related qualification.
- Experience in B2B marketing, ideally within a technical, engineering, or industrial sector.
- Experience using website and marketing analytics tools such as Google Analytics, Google Ads and SEMrush.
- Familiarity with website platforms such as WordPress and basic knowledge of HTML and CSS.
- Experience using design tools such as Adobe Creative Suite or Canva.
- Experience planning and delivering marketing initiatives or campaigns.
- Experience optimising landing pages and marketing funnels.
- Experience with A/B testing and campaign performance optimisation.
- Experience supporting marketing activity for exhibitions, events or product launches.
- Highly creative with experience identifying target audiences and developing campaigns that engage and inform.

We recognise that candidates may not meet every listed requirement. If you are enthusiastic about the role and believe you can make a valuable contribution to the team, we encourage you to apply.



## WHY JOIN US

- Work for a globally recognised technology manufacturer
- Opportunity to own marketing campaigns from concept to delivery
- Exposure to international markets and exhibitions
- Collaborative team environment with direct access to senior leadership
- Opportunities to develop digital marketing, analytics and campaign strategy skills
- Be part of a company whose technology protects lives and environments worldwide

## LOCATION

This role is based at the ION Science head office, located in Fowlmere, 10 miles south of Cambridge and requires for you to be on site.

## REPORTING TO

Reporting to the Marketing and Communications Manager.

## CAREER DEVELOPMENT

At ION Science we are committed to developing our people. This role provides the opportunity to expand your expertise with potential progression as the team grows.

## WORKING PATTERN

- Monday – 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

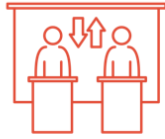
## BENEFITS

- 25 days annual leave + Bank Holidays (annual leave increasing with service)
- Excellent employer pension contributions of 8% after probation
- Life assurance of 4 times pensionable salary
- Private medical with AXA
- In-house training
- On site shower & changing facilities
- Long term service awards
- Monthly lunch & drinks laid on by the company
- Sick pay
- Christmas party
- On-site parking
- Bike purchase scheme
- Car share scheme
- Early finish on Friday

**Our Core Values:**



**Fun**



**Embrace  
change**



**Respectful**



**Responsive**



**Challenge the  
status QUO**



**Committed**

Due to the high volume of CVs we receive, it might not be possible to provide feedback to all applicants. If you are successful, we will be in touch to arrange a call with our recruitment manager.