

Marketing Officer/Manager

Job Summary

Novocomms Limited (“NVC”) –Birmingham

NVC is looking for a full-time Marketing Officer/Manager (Ref: 2022MO01) to help drive business growth within the European and International marketplaces for satellite, mobile and other wireless devices. This will be done by designing marketing strategies and executing marketing programs that support business objectives. It will involve an in-depth analysis of the global market and the competition, positioning NVC offerings and capabilities in the market, crafting messaging that resonates with the target audience and developing a route to market for all NVC products.

The role is suitable for a candidate with a marketing background and significant experience in B2B marketing. You will work with the highly engaged team of engineers and technologists, and this is an opportunity to get in on the ground floor of a business with enormous potential. The position will report to the Senior Marketing Manager and the Business Development Director who will provide support, mentoring, coaching and objectives for this role.

You will work with the marketing team from scratch, design and execute the marketing strategy. The successful candidate will have a visible impact on the business and reap both the professional and personal rewards that come with it.

Duties & Responsibilities

- Create and optimise web content
- Support digital marketing communication including social media and email marketing
- Assist the Senior Marketing Manager with the delivery of internal and external marketing and communication across the whole organization, this will involve
 - Producing engaging marketing materials for multiple platforms
 - Copywriting, proofreading, and brand awareness
 - Newsletter creation
 - Photography and video creation
 - Administration and database management
- Planning content for and running several social media channels
- Planning and attending various recruitment, business and public engagement events (digital and in-person)
- Work closely with team members/channel partners and develop joint marketing campaigns
- Contribute to reporting, accountability and ROI from marketing activity
- Assist with exhibition and event management for local and global events
- Support and coordinate direct marketing campaigns
- Support internal communications strategy
- Any other ad-hoc marketing related tasks
- Work closely with team members to develop and execute the marketing plans based on agreed objectives
- Conduct market research and feed insight into strategy development
- Work closely with team members to develop and implement digital strategies to support business goals.
- Implement search engine optimization initiatives
- Work closely with team members to design, execute and manage events and launches, including sponsorship and local PR projects
- Use business intelligence, market insight and brand metrics to track brand performance and initiate decision-making and improvement plans
- Keep up to date with current market trends and innovations

- Provide strategic input based on commercial awareness

Essential Knowledge & Skills:

- Bachelors or Master degree in a Marketing related discipline
- Experience in managing social media campaigns
- Creative copy-writing skills and great grammar
- In-depth knowledge of social media channels
- Ability to prioritise, juggle several projects and work to deadlines
- In-depth understanding of Photoshop, Canva, the Adobe Creative Suite and similar tools
- Experience with mail chimp and basic HTML coding is a bonus
- Know-how of google analytics and market trend analysis
- Digital marketing skills including SEO, social media, PPC
- Familiarity with marketing automation tools
- Communication or computer hardware sector knowledge beneficial, but not essential
- Experience in working with and implementing marketing analytic tools, technology or automation software
- Strong ability to translate quantitative data into actionable recommendations and to translate business objectives into marketing goals and measurements
- Confident presenter with the ability to communicate complex technical information simply and build relationships at a senior level
- Highly efficient, organised and pays attention to detail

Essential Attributes:

- Excellent written and oral communication skills
- Excellent interpersonal skills
- Exceptionally self-motivated and directed
- Ability to prioritize, schedule, and execute activities to efficiently accomplish tasks
- Ability to multitask and manage more than one project at the time

Compensation: Salary package will be based on candidates experience but will be a very generous combination of base salary, bonus/commission and stock options (up to £45k per annum as package depends on experience).

Location: NVC has its current R&D headquarter in Birmingham.

Closing Date: 31/Jan/2023.

Number of Positions: 1.

Experience: 1 year preferred but will consider recently graduated candidates who can demonstrate the required skills.

To apply for this position please send your CV with a covering letter explaining how do you meet the selection criteria to: HRUK@novocomms.com. You will only hear from us if you have been shortlisted.

About Company

Novocomms Limited (NVC) was founded to deliver innovative new technology coming from British academia in the field of antenna design. The team have designed, developed and patented a pioneering antenna technology. The market for this highly scalable technology is the global digital wireless appliance market. NVC's remarkable innovation has led to the creation of a significant number of patent applications, both filed and in process.