

Job Title: Marketing Associate
Reports To: Head of Marketing

Job Summary

At Bytron we believe that at the heart of every great company is a team of brilliant, driven professionals. We're a values-led Company and aim to ensure all our employees feel valued, supported and motivated to achieve their very best.

Our aim is to exceed expectation and create innovative digital products that make information more accessible and useful, enabling people to achieve more.

As a member of our Commercial Team, the Marketing Associate will work collectively with the wider teams and under the direction of the Head of Marketing to ensure that our marketing content, activities and campaigns have the right tone, brand consistency and deliver results that help us achieve our vision.

The right person will have an analytical mind with creative flair, a passion to drive our business forward through engaging marketing campaigns and be willing to go that extra mile to learn about the industries we work in as well as the products and services we deliver.

Location

Headquartered in the North Lincolnshire village of Kirmington, we also have offices in Hull, East Yorkshire and fully support a remote working schedule.

Accountabilities

The successful candidate will be knowledgeable and preferably experienced in all areas of marketing, with a can do attitude and a willingness to learn.

The main responsibilities will be to work with and under the guidance of the Head of Marketing to:

- Write and deliver blogs that support keyword research, create company / people news content and research opportunities for guest posting
- Create PR articles and send to a PR network, including paid for industry news websites and magazines
- Provide marketing support for both Keyzo and Bytron brands, and update the marketing strategy
- Ensure the content on the websites & marketing materials are regularly refreshed, including alignment with new product releases
- Collaborate with internal teams to create new webpages, case studies and think of ways to improve user experience
- Use a social calendar to grow, develop and maintain our social media presence
- Create email marketing campaigns segmented to different marketing databases

- Use Hubspot CRM to update pipeline and prospect information
- Collaborate with others in marketing meetings and be accountable for certain marketing activities and schedules
- Organise and assist with planning events with the support from others in the commercial team
- Have an understanding of SEO, PPC with the aim to improve content and paid for ads
- Contribute to marketing effectiveness by identifying both short and long-range issues that must be addressed
- Identify target audiences and work with the Head of Marketing to create digital campaigns that engage, inform, and motivate the right audiences
- Undertake marketing research, competitor marketing activities and statistical analysis
- Be consistent with brand management, ensuring brand guidelines are met and the company image is and continues to be one of high quality

Experience, Skills and Knowledge

Essential:

- A results driven Marketing graduate with demonstrable understanding of both traditional and digital marketing activities
- Preferred commercial experience in executing digital and traditional marketing strategies
- Demonstrable experience and knowledge of digital marketing (including blog writing, email marketing, social media, SEO and advertising campaigns)
- Good knowledge of website and marketing analytics tools (e.g., Google Analytics, SEMRush, etc.)
- A creative mindset and can-do attitude

Desirable:

- Experience in optimizing PPC campaigns and social media Ads
- Experience of commercial event management
- Experience using adobe creative cloud

Staff Benefits

- Excellent pay (salary negotiable, depending on experience)
- 33 days leave (rising with service length) includes public bank holidays
- Company pension scheme
- Flexible working
- Holiday purchase scheme
- Enhanced Occupational Sick Pay Scheme
- Enhanced maternity/paternity/adoption leave

- £50 Amazon birthday voucher
- Social activities opportunities

How to apply

Please forward a current CV and covering letter explaining why you're the best candidate for this position to our recruitment team: jobs@bytron.aero

Interview Information

Interviews will take place remotely via MS Teams. Candidates invited for interview will be required to create and deliver a presentation followed by questions from the interview panel. The presentation brief will be supplied to candidates invited for an interview.

*Applicants must have the right to live and work indefinitely within the United Kingdom

*This post is not open to recruitment agents