

Job Title: Marketing Manager

Reports To: Managing Director

Job Summary:

Reporting to the Managing Director, the successful candidate will take ownership of the marketing for our flagship aviation software; skybook. We're looking for someone who is highly experienced as a Marketing Manager, specifically having a proven track record of successful marketing in the global aviation software market.

Accountabilities:

- Effectively manage all day-to-day marketing for the company.
- Develop new opportunities to maximise all marketing mediums available, ensuring that our skybook product reaches the right audiences at the right time with a view of increasing lead generation.
- Maintain a positive company image via all relevant marketing channels, keeping current and potential customers informed about product development, company information and industry news.
- Support the sales team by effectively marketing events and attend industry conferences as required
- Work with the sales team to ensure that our product placement is effective and reaches the appropriate audiences.
- Ensure brand consistency across all medium platforms.
- Work with the technical team to keep abreast of skybook roadmap developments, ensuring that new product features are effectively communicated via all marketing channels to increase lead generation.
- Keep up to date with competitor movements within the aviation software market, ensuring that our website and product information is ahead of everyone else's.
- Marketing Strategy & Campaign Management: strategic development of year-round audience marketing campaigns and managing the campaign execution across multiple channels by the marketing & digital team.
- Channels include: email, social, PPC, telemarketing, direct mail, web, SEO, content marketing.
- Working with the Sales Manager on lead generation strategy with new business leads being a priority.
- Reporting analytics in terms of campaigns and website trends, ensuring that all channels are being tracked accurately.
- Content creation for campaigns ensuring that consistent and effective information is kept up to date and direct to the most appropriate audiences.
- Website management ensuring that design and content is up to date, appropriate and in keeping with branding.
- PR Management.
- Market Research and Audience Insights manage the on and offline brand delivery ensuring guidelines are maintained.
- Work with the HR Manager to deliver successful recruitment campaigns and employer branding.
- Any other ad hoc duties when requested by Senior Management.

Education and Experience:

- Bachelor's degree in business/marketing preferred or relevant work experience.
- Demonstrable proof of successfully managing the full marketing spectrum (traditional and digital) to ensure that our company profile, product and any relevant information reaches targeted audiences within the aviation industry.
- Outstanding enthusiasm, passion and the determination to succeed and deliver results.

- Demonstrable experience in managing and maximising all marketing opportunities, with a view of delivering real results in terms of increasing lead generation.
- Tech savvy with a keen eye on how to position Bytron Aviation Systems on various social media platforms to reach the right audience.
- Excellent communication skills, both written and verbal.
- A natural enthusiasm and passion for marketing.
- A desire to continually learn, pick up new skills and increase your knowledge of the sector and products.
- Experience of working in an aviation/airline environment would be an advantage.
- Experience in a marketing role within an events or aviation business environment
- Ability to translate business objectives into marketing strategy and plans
- Strong knowledge of digital marketing skills and channels, such as SEM, social and email marketing
- Analysis and reporting skills " able to report and present trends on marketing performance to the wider team

** although not a specific requirement of the role, due to the location of the offices the successful candidate will be a driver with access to a vehicle

Qualities:

- Self-motivated and hard worker
- Ability to receive feedback and constructive criticism positively
- Putting the customer first and using quality as a prime driver of outcomes
- Desire and willingness to learn
- A team player that shares the values and ethos of the company
- Strong interpersonal and stakeholder management skills, able to work with and influence a range of personalities
- Motivated to meet deadlines and work under pressure.

Location:

Headquartered approximately one mile from Humberside Airport in the small village of Kirmington. We are surrounded by the picturesque Lincolnshire countryside ideal for a lunchtime walk. The local pub, The Marrowbone and Cleaver and St Helena's Church are just a couple of minutes away.

Staff Benefits:

- Excellent pay progression opportunities (starting salary negotiable, depending on experience)
- 25 days annual leave, increasing with service, plus public bank holidays
- Pension scheme
- Flexible working hours
- Free fruit and drinks at work
- Summer and Winter bonus scheme (after 12 months)
- Training and development opportunities

How To Apply:

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

[This role is not open to candidates via recruitment agencies](#)