



MARKETING ASSISTANT

ABOUT ION SCIENCE LTD:

ION Science has over 30 years of industry experience designing, manufacturing, and supplying PID gas sensors and components, gas detection instruments and leak detectors for a wide range of industries and applications. ION is a pioneering gas detection manufacturer whose employees strive to deliver exceptional product quality, service, and customer satisfaction. In 2022 ION Science achieved the prestigious Queen's Award for Enterprise in the category of Innovation for its MiniPID Sensors. A fantastic opportunity has become available to join our growing team and be part of a well-recognised, growing, quality brand.

MAIN PURPOSE OF JOB:

An exciting opportunity has become available for a keen individual to join the marketing team as Marketing Assistant who is looking to learn and develop a broad range of skills. The ideal candidate will help to deliver day-to-day marketing activities, digital marketing campaigns and content plans that drive lead generation and increase brand awareness.

Fundamental to the role will be to assist with the creation of sales and marketing material and content for use across both digital and offline platforms. Ideally, the candidate will have some experience or background in graphic design to support content creation, or have a keen interest to learn and develop this skillset.

Essential digital tasks will include updating the group of company websites, email marketing communications, involvement in the company's social media channels, search engine optimisation (SEO), and pay per click (PPC) advertising. Involvement in offline activities such as exhibitions and events, advertising, public relations and building relationships with industry publications and the PR agency will be vital.

The role of Marketing Assistant plays a pivotal role within the commercial team working for the central Marketing function, providing marketing support for the Instrumentation and Sensor product portfolios and to the sales and marketing team.

JOB ROLE:

CONTENT CREATION & MARKETING MATERIALS

Assisting with the creation, editing, formatting, and approval of content and marketing materials, including:

- Digital inbound Marketing campaigns; e.g., emails, blog posts, social posts and landing pages
- Images, graphics, animations, photography, and video
- Technical or application articles, customer case studies, gas guides, etc.
- Advertisements for print and online media
- Sensor or Instrumentation brochures and manuals
- Sales presentations, and other sales and marketing documentation

DIGITAL:



- Helping to deliver the inbound marketing campaigns in line with the content plan
- Assisting with the delivery of email communications aligned with the activity schedule
- Assist with the creation and distribution of emails to the Instrumentation and Sensor database
- Creation and distribution of emails to the Instrumentation Distributor & Subsidiary network
- Assisting with updates to the group of international websites
- Updating the online distributor portal
- Working with the marketing team and website agencies on future website and portal projects
- Assisting with social media posts and campaigns across all ION's social media channels

ADVERTISING AND PUBLIC RELATIONS (PR):

- Arranging advertising bookings (online and print) and updating and maintaining the annual advertising and PR calendars
- Selling in releases generated to trade press
- Building and maintaining good relationships with key industry publications and the PR agency

GENERAL:

- Assisting with the arrangement of global exhibitions, events and awards
- Carrying out new product launch tasks in line with the marketing plan and schedule
- Overseeing brand promotional items and divisional demonstration stock levels
- Uploading leads to the CRM from external sources e.g., exhibitions and advertising mediums
- Researching newsworthy topics for the Sensor and Instrumentation divisions for social media promotion
- Learning customer profiles and personas and contributing ideas to marketing campaigns
- Assisting with proofing copy and printed sales and material
- Assisting with overseeing the inboxes for both info@ and marketing@
- Assisting with the marketing switchboard and distribution of interdepartmental calls
- Dealing with and sourcing comparative quotations from marketing suppliers
- Supporting the sales and marketing departments with any research and other required tasks

SKILLS:

- A confident communicator (both verbal and written) and confident speaking on the telephone
- Proficient in Microsoft Office applications such as PowerPoint, Word, and Outlook
- Have the ability to learn, if not already familiar with Photoshop, InDesign, WordPress, HubSpot and Mailchimp
- Has creative flair and a keen eye for graphic design
- Has the ability to learn the features of the growing Instrumentation and Sensor product portfolios and customer profiles (full training will be provided)
- Good organisation and awareness of prioritisation skills
- Have a flexible and adaptable approach to work, willing to get involved to get the job done
- A good team player
- Attention to detail

DESIRABLE SKILLS:

- Digital Marketing background or qualification
- Graphic design skills or qualification



TEAM AND REPORTING TO:

You will work within the Marketing team as Marketing Assistant for the central Marketing function, working closely alongside team members supporting both the Instrumentation and Sensor Business Units. You will report to the Head of Marketing.

BENEFITS:

- 25 days annual leave + Bank Holidays (annual holiday increasing with service)
- Excellent employer pension contributions of 8% after probation
- Life Assurance of 4% of pensionable salary
- In-house training
- Discretionary Annual Bonus
- On sight shower & changing facilities
- Long term service awards
- Monthly lunch & drinks laid on by the company
- Sick Pay
- Christmas getaways
- On-site parking
- Private Medical with AXA
- Bike Purchase Scheme
- Car share scheme
- Early finish on Fridays

SALARY:

- TBC

WORKING PATTERN & LOCATION:

- Monday to Thursday: 08:30 – 17:00
- Friday 08:30 – 15:45 (45 minutes unpaid lunch break per working day)
- Full time permanent position, on-site
- Occasional travel and work outside of standard hours may be required to support marketing activity and projects including national and international exhibitions and events
- This role is based at the ION Science Head Office, located in Fowlmere, 10 miles south of Cambridge (ION Science Ltd, The Hive, Butts Lane, Fowlmere, Cambs. SG8 7SL)

OUR CORE VALUES:



Fun



Embrace
change



Respectful



Responsive



Challenge the
status QUO



Committed

See what our employees have to say about working at ION: <https://ionscience.com/en/careers/>