



# Senior Marketing Executive

## Job Description

<b>Role</b>	Senior Marketing Executive
<b>Commitment</b>	32 hours per week - Flexible working option
<b>Employer</b>	Ionix Advanced Technologies Ltd. (www.ionix.at)
<b>Reports to</b>	Product Director
<b>Location</b>	Flexible with home working and office based option. Ionix's offices are based in Huddersfield, West Yorkshire. UK, easily accessible from Leeds, Manchester and Sheffield.

### Summary:

As Ionix continues to grow, we are actively seeking a Senior Marketing Executive to play a pivotal role in accelerating our brand's and generating high-quality leads across various channels and initiatives.

This is a flexible working role, with office based and home working locations provided as an option.

At Ionix Advanced Technologies, we are the leading provider of piezoelectric and ultrasonic devices specifically engineered for extreme environments. Our cutting-edge solutions are vital in a multitude of technical industries, including non-destructive testing (NDT), process control, energy, chemical, aerospace, and oil and gas.

Ionix core values are: Quality, Integrity, Team Work, Respect and Innovation.

### Purpose:

In this role, you will have the opportunity to make a significant impact across the business. Working closely with our dedicated sales and products team, you will play a vital role in building our company's brand, generating leads, and promoting our products and services in the competitive technology landscape.

You will have a proven experience of marketing technical products and will bring a passion for technology and the ability to understand and communicate the key benefits of our technical products to grow the Ionix brand. Using your initiative, you will conduct market research and apply this to your daily activities to generate leads through our various channels, including LinkedIn, our website and through email campaigns. You will engage our customers through the use of technical and accurate content and copy.

Applicants must have the right to live and work permanently in the UK, for example they are a UK citizen.

To apply for this role, please send your CV and covering letter to [careers@ionix.at](mailto:careers@ionix.at) with the reference "SME102023"



## Responsibilities (minimum)

- Campaign Management:
  - Manage a variety of end-to-end marketing campaigns for lead generation.
  - Contribute to planning, segmentation, and delivery.
- Plan and Implement Social Media Campaigns:
  - Create engaging content and monitor interactions.
  - Analyze social media performance and adapt strategies.
- Content Creation and Management:
  - Generate technical content for various channels.
  - Maintain brand consistency and messaging.
- Website Management:
  - Update our company website with the latest information.
  - Enhance user experience and optimize for SEO.
- Email Marketing:
  - Plan and execute email marketing campaigns.
  - Monitor email campaign performance and adjust strategies.
- Market Research:
  - Conduct research to identify trends and customer needs.
  - Provide data-driven recommendations.
- Event Support:
  - Assist in planning and logistics for trade shows and exhibitions.
  - Collaborate with the sales team for event materials and presentations.
  - Represent our company at events.

## Responsibilities (additional)

- Contribute to the Company Marketing strategy and plan
- Track the marketing spend and report on ROI
- Liaise and build relationships with internal and external stakeholders, including senior management and customers
- Contribute to the strategic process/thinking, suggesting new service offerings improvements etc.

## The Candidate

*Essential skills and personal attributes:*

- Bachelor's degree or equivalent work experience.
- Proven experience in marketing with a focus on digital marketing, content creation, and event support in engineering.
- Strong technical writing and communication skills.
- Proficiency in relevant tools and platforms.
- A passion for technology and staying updated on industry trends.



---

*Desirable skills and attributes (but not essential)*

- Photoshop and InDesign or equivalent experience
- Previous experience marketing industrial or engineering based products
- Website creation and management experience, including use of WordPress and/or HTML

**What we offer**

*We are an equal opportunity employer who offer*

- Flexible working where applicable.
- On the job product training.
- Friendly and supportive work environment.
- Increasing annual leave, with years of service
- Salary Exchange Workplace Pension
- Performance based bonus scheme.

To apply for this role, please send your CV and covering letter to [careers@ionix.at](mailto:careers@ionix.at) with the reference "SME102023"