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Inbound Marketing Manager

About Bright Ascension

We are a fast growing, innovative company changing the way that software is developed in the space industry. With customers across the world, ranging from universities and space agencies, to commercial organisations and start-ups, our core technologies enable our customers to develop and operate space-based systems and services faster, cheaper and more reliably. Innovation is at the heart of what we do and it is our team which drives that innovation; this is reflected in our commitment to employee ownership, which gives all of us a voice, and a stake, in our current and future success. With offices in Dundee, Edinburgh and Bristol we now have over 40 members of staff and plans to expand to a team of around 60 over the next 12 months. We are at a very exciting time in our ambitious growth plans and have fantastic opportunities for talented individuals to join our team.

Job summary

We are looking for an experienced and motivated Inbound Marketing Manager to help drive brand awareness, customer acquisition, and revenue growth. As a key member of our team, you would be responsible for the development and execution of innovative inbound marketing strategies, focusing on creating and implementing successful marketing campaigns across various channels.

We see this role as being full time, although this is negotiable. Ideally, we would like this role to be based in either Dundee or Edinburgh, to allow for regular interaction with the teams responsible for product management, business development, sales and finance.

As a key member of the Marketing team your key responsibilities would be:

- Develop and execute comprehensive marketing plans to meet company objectives.
- Conduct market research to identify trends, competitor activities, and customer preferences, characteristics and journeys.
- Build, manage and create content for an editorial calendar that attracts a qualified audience to the company's properties
- Develop and manage new lead generation processes through the company’s digital channels
- Optimise lead nurturing processes through email, content and social platforms
- Collaborate with cross-functional teams to ensure consistent messaging and branding.
- Analyse marketing performance metrics and adjust strategies as needed.
- Stay updated on industry trends and emerging marketing technologies.
- Manage the marketing budget and allocate resources effectively.

Essential skills and experience

We see experience with the following as essential to the job:

- Experience in a senior marketing role.
- Experience with digital marketing platforms and tools.
- Strong understanding of B2B marketing principles and strategies.
- Solid understanding of lead generation and lead nurturing processes and techniques in a B2B environment
- The development and execution of marketing campaigns.
- Excellent writing and editing skills
- Strategic thinking and the ability to align marketing initiatives with business goals.
- Analytical skills to interpret marketing data and make informed decisions.
- Strong project management and organisational skills.

Personal skills

We're especially looking for someone who:

- Creative mindset with a keen eye for design and messaging.
- Enjoys problems solving and balancing the pragmatic and practical with the abstract and elegant.
- Works well both independently and in a team, respecting the opinions of others as part of a fast-paced technical environment.
- Possess strong verbal and written communication skills, both for internal and external, customer facing, interactions.
- Is diligent and attentive to details.
- Wants to make a strong contribution to the business, financially but also in terms of team culture and values. You enjoy making an impact and shaping how businesses operates.
- Is consistently curious, is interested in learning new skills and is open to new ideas and ways of working.

Desirable skills and experience

We think that the following skills would definitely be valuable in this role:

- Experience with Adobe Creative Suite (Illustrator, InDesign, Photoshop).
- Practical understanding of SEO principles, techniques and best practices.
- Previous experience working in a technology or software B2B environment.
- Experience using marketing automation tools and platforms.

What we can offer you

- A competitive salary of up to £60,000pa depending on experience, with regular reviews.
- A fantastic opportunity to join a growing, innovative, employee-centred business pushing boundaries in the space industry.

- Flexible hours and hybrid working, enabling you to create your ideal work life balance.
- 36 days paid holiday per annum.
- 6% employer pension contribution.
- Enhanced Company Sick Pay and Long-Term Sickness cover.
- Death in Service payment.
- As a member of the Bright Ascension team you would have a stake in the business through our Employee Benefit Trust which owns 13% of our business.
- Enhanced maternity, paternity and adoption pay.
- Opportunities for international travel for exhibitions and trade shows.
- Investment in you and your skill development and the opportunity to attend relevant events and conferences to aid career / skill development.
- Company events and regular activities for social engagement and team building.
- An open, supportive, inclusive environment where you can explore your ideas and make a big difference to the product and business.

To apply please send your CV along with a Cover Letter to
careers@brightascension.com

All applicants should have the right to work in the UK.

Read more: **www.brightascension.com**