




Navtech Radar Limited

Home Farm, Ardington,

Wantage, Oxfordshire, OX12 8PD, UK

 +44(0)1235 832419

 info@navtechradar.com

THE POSITION – MARKETING EXECUTIVE

We have an exciting opportunity for an experienced Marketing Executive. You will work both individually and as part of a team, involved in all aspects of our Marketing and Communications activities.

The work is challenging and fast-paced, and you will support us to deliver our marketing strategy. The ideal candidate will have great attention to detail, organisation skills, be tech-savvy with marketing tools, and will have a drive to always improve.

You will need to be a self-motivated team player who is happy in a high energy environment. We are a high-technology business-to-business company, in which you can make a large impact fuelling demand generation activities. You should have a positive outlook with a 'can do' attitude, looking to further your career in a rapidly growing company.

COMPANY OVERVIEW - NAVTECH RADAR

Join our creative team dedicated to working for a world leading innovator, and multi-award-winning designer and manufacturer of commercially deployed radar solutions. Our ground-breaking technology is utilised by clients worldwide, for Perimeter Security Surveillance, Industrial Automation, Traffic Incident Detection and as part of Intelligent Transport Systems (ITS). Our systems (software and hardware) are all designed and developed here at Navtech.

OUR WORK HEADQUARTERS

Our offices are nestled in a wonderfully tranquil location, at the edge of Ardington in South Oxfordshire, within an easy commute from areas of Reading, Swindon, Newbury and Oxford.

OUR CULTURE, AND BENEFITS


Here at Navtech, we help create the right environment for our focussed staff by providing a flexible, fun, friendly, and family feel. We are dog friendly and enjoy family, friends and group events. We have plenty of free parking for our employees and provide you with options to join colleagues on lunchtime walks, biking and other pursuits. We care about our staff, in fact, our culture is developed by them, for them!



Navtech Radar Limited

Home Farm, Ardington,

Wantage, Oxfordshire, OX12 8PD, UK

 +44(0)1235 832419

 info@navtechradar.com

KEY ACCOUNTABILITIES

To execute digital and traditional marketing activities, keeping track of results and capturing lessons learned. Including:

Website Maintenance

- Maintaining the website
- Updating existing pages and publishing new ones, including updating assets on the Academy and Partner areas of the website
- Optimising the content whilst implementing SEO strategy

Social Media

- Execution of social media advertising campaigns and email marketing publishing
- Creating digital assets and identifying relevant and successful hashtags
- Evaluating results, segmenting the audience, constantly seeking to improve our presence

Events

- Planning and organising virtual, international, and domestic conferences and exhibitions
- Producing online events and on-demand webinars
- Delivering digital marketing activities to rally registrations
- Extending the reach with post-event activities
- Working alongside the team producing the content, co-ordinating stakeholders and producing support materials
- Recording, publishing and repurposing the content
- Monitoring and analysing results
- Supporting the Content Manager to delivering each event within budget
- Accountable for all furniture and assets used for events

Asset creation

- Producing and managing marketing assets, with some level of basic design, using Photoshop and InDesign
- Creating, editing, and publishing short videos illustrating the product whilst telling a story


Department Support



Navtech Radar Limited

Home Farm, Ardington,

Wantage, Oxfordshire, OX12 8PD, UK

 +44(0)1235 832419

 info@navtechradar.com

- Updating and analysing the department's weekly score card, and monthly report
- Supporting the Campaign Managers to deliver the marketing campaigns for each vertical of the business
- Supporting internal communications, events and documents

YOUR COMPETENCIES

We are looking for someone who has:

- A strong desire to learn and continually improve
- Excellent organisation skills, resourcefulness and outstanding written communication
- Confidence with technology, as the majority of your work will be done digitally.
- Experience with Office package, content management systems, various social media platforms, video editing and Adobe Suite
- Excellent interpersonal skills as your role will be collaborating with and supporting others both inside the team and building relationships with external suppliers

Ideally we are looking for someone with a BA or equivalent experience, in marketing, business studies or relevant degree and 2 or more years' experience in marketing and digital marketing, including organising events. Ideally in a business to business high-technology or industrial markets.

