

Job Role: Marketing Engineer
Company: Silixa Ltd
Job Type: Permanent
Location: Elstree, London WD6

The Role

Silixa, the leading developer of the next generation of optical fibre sensors, is rapidly expanding its business and we are looking for a Marketing Engineer to join the team. The position will be based in the UK but may involve some travel. Reporting to the Chief Executive Officer, you will be responsible for coordinating and maintaining the company's marketing strategy.

Job Description

The role will include the following responsibilities (but not limited to):

- Coordinating the company's marketing strategy.
- Evaluating customer research, market conditions, competitor data and implementing marketing plan alterations as needed.
- Maintaining, updating and analysing customer databases and customer questionnaires and feed back.
- Conducting market research in order to identify market requirements for current and future products.
- Liaising and networking with a range of stakeholders, e.g. customers, colleagues, suppliers and partner organisations.
- Monitoring competitor activity.
- Developing an annual marketing plan (with quarterly review) in conjunction with the sales department. This should detail the year's activity to meet agreed company objectives.
- To analyse potential strategic partner relationships for product lines.
- Maintaining and updating the website.
- Managing Budgets - Delivering all marketing activity within the agreed budget (with regular monitoring and evaluation of progress).
- Sourcing and securing sponsorship.
- Managing the production of marketing materials, including leaflets, posters, newsletters and e-newsletters and DVDs.
- Sourcing advertising opportunities and placing adverts in the press.
- Arranging the effective distribution of all marketing materials.
- Organising trade shows and events.
- Writing and proofreading company literature and communication.
- Coordinating documentation for proposals, tenders etc
- Adhering to the company's quality, health and safety policies and procedures.

The Candidate

We are looking for an experienced and dedicated individual with a proven record in the marketing field. The successful candidate will be responsible for leading Silixa's marketing campaign for our new products and technology. The candidate should have the ability to work independently while also contributing to team-oriented projects.

Qualifications

The successful candidate should have the following qualifications and qualities:

- Educated to Degree Level or equivalent work experience (A background in Engineering is preferred)
- Demonstrate technical marketing skills and company product knowledge.
- Proven experience of leading multiple projects from inception to completion.
- Well developed operational capabilities.
- Ability to work independently and as part of a team.
- Strong Project management skills and an ability to meet deadlines.
- Previous experience of preparing technical drawings for proposals and tenders
- Team leadership and decision making skills.
- Exceptional written and verbal communications skills.
- Well developed influencing and coaching skills.

The Company

Silixa is developing the next generation of optical fibre sensors, which can simply listen to the acoustic signal at every point along many kilometres of standard telecoms optical fibre. Unlike point sensors, Silixa's Distributed Acoustic Sensor (DAS) has no bulky, expensive components and, since the sensing element is standard fibre, can be deployed cost-effectively and flexibly in remote, hostile environments.

The DAS technology utilises cutting-edge, high-speed optoelectronics and signal processing technology to enable a large stream of acoustic data at every location to be recorded and processed in real-time. This revolutionary technology provides the foundation for advancing the frontiers of acoustic sensing and imaging, leading to many new industrial and scientific applications.

The Package

An attractive and competitive package is being offered. This will include a Bonus Scheme, Private Medical Insurance and an attractive pension plan.

Application/Enquiries

Candidates are advised to email an up to date CV stating the job role they are interested in to: jobs@silixa.com

Informal enquiries may be addressed to Sarah West at 0208 327 4210.

Silixa promotes equal opportunity in employment.