

Job Title: Marketing Communications Executive (60% FTE)
Reporting to: Product Commercialisation Manager
Based: Abbey Park Industrial Estate, Romsey (temporarily homebased)

Company Description

Ilika (www.ilika.com) is a pioneer in solid state batteries. The company has developed miniature thin-film solid state batteries for Internet of Things (IoT) and Medtech applications and is now developing large format solid-state cells for electric vehicles.

Ilika is a publicly listed company with its head office in Romsey and a facility at the University of Southampton. We offer the successful candidate a competitive package and the opportunity to be part of a world class research team working in a supportive environment.

The role of Marketing Communications Executive is to work with the Product Commercialisation Manager to define a successful marketing mix and create and execute campaigns targeted at selected application sectors. Using data provided from the CRM and using Google Analytics, they will report monthly to senior executives on the outcome of each campaign against KPI's.

Your main duties will include:

- Actively support defining the best marketing mix for each product/application;
- Management of trade press PR, articles and blogs;
- Lead role in getting Ilika in the press by understanding journal calendars, organising interviews and building/maintaining relationships with journalists and editors;
- Run social media channels (e.g. Twitter, LinkedIn and YouTube) to enhance audience engagement;
- Update and manage website content and SEO to drive traffic;
- Supporting the creation of content for conferences and exhibitions and attendance where necessary;
- Managing the content library including writing scripts and liaising with consultants;
- Produce creative content, including videos and blog posts for new collaterals.

To be successful in this role, you will possess the following:

- Educated to certificate or diploma level in professional marketing;
- Minimum of 3 years work experience in a similar role (Energy and Electronics sector would be desirable);
- B2B in physical technical product;
- Strong organisational skills along with a structured and target orientated approach;
- A good understanding of social media marketing and SEO;
- Excellent verbal and written communication skills;
- Conscientious and have a good eye for detail;
- Demonstrated ability to work well in a small team.

Applicant must be eligible to work in the UK.

Ilika is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.