

Job Description

Marketing Executive

Overall Objective	<p>Be a significant impact on the growth of brand and product awareness for Cyclops Marine.</p> <p>Align and thrive within the dynamic culture and values of the business.</p> <p>Develop, learn and grow through training and mentoring.</p>
Roles & Responsibilities	
Website	<p>Deliver on-going website maintenance to ensure it is accurate and up to date, especially related to technical documents.</p> <p>Support delivering a website update project by an agreed deadline.</p> <p>Launch Cyclops non-marine digital presence.</p> <p>Ensure news stories are updated on a weekly basis.</p> <p>Maintain the ecommerce site, developing initiatives to maximise revenues through this channel.</p>
Brochure	Maintain an up to date e-brochure, designed for both for customer emailing and planned annual print run for boatshow season.
Boatshow	<p>Own and organise all logistics and planning for boatshows.</p> <p>Ensure booth equipment is designed, ready for each show and a schedule of coordinated display equipment is well managed.</p> <p>Coordinate press packs for each Show.</p>
Content	<p>Support our digital content freelancer with relevant content to meet the company social media, PR and newsletter goals.</p> <p>Learn and develop skills to create inspiring and powerful video content.</p>
Distributor & re-seller Support	<p>Ensure all distributors & re-sellers are digitally representing the brand to the standard required.</p> <p>Support distributors & re-sellers with regular promotions, Show, regattas etc..</p> <p>Issue a qtrly report as to the activity of our Distributors & re-sellers.</p>
Ambassador Management	<p>Run the Cyclops Ambassador program to ensure content is being regularly generated to deliver a ROI of al marketing samples or distributor ambassador discounts.</p> <p>Maintain an accurate database of all Ambassadors.</p>
Director Support	On occasion, give general assistance to the CTO and CEO.
Reporting to:	CEO