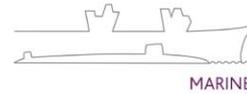




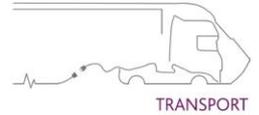
AEROSPACE



ENERGY



MARINE



TRANSPORT

unassailable 'fit & forget' pressure moulded cable systems for hostile environments

Marketing Content Specialist

Salary: £25,000 - £35,000 depending on experience

Location: Remote

Scientific Management International designs, manufactures, supplies and installs bespoke pressure moulded cable systems to a wide variety of sectors operating in the most challenging and hostile environments on the planet.

As a result of our world beating reputation for fit and forget performance, the Company is growing quickly. If you are looking for a new challenge in a growing, successful company and believe you have the experience we're looking for, then apply now.

The Marketing Content Specialist will, as part of our Commercial Team, develop and deliver marketing content to promote and position the brand, products and services offered by SMI Ltd in line with the Marketing Strategy.

Responsibilities:

- Develop and implement effective marketing communication campaigns.
- Write grammatically sound and intriguing copy for all marketing collateral, including brochures, letters, emails, social media and websites
- Collaborate with external digital partners to execute campaigns, analyse metrics and ensure outcomes are delivered or targets are met. Prepare accurate reports on our marketing campaign's overall performance.
- Write press releases for local and national media adapting stories to translate to differing international markets and sectors.
- Develop relationships with key media to secure and grow media coverage both online and offline.
- Create high quality and effective marketing materials that align correctly with the overall brand strategy.
- Develop and deliver a messaging calendar with a consistent publishing schedule
- Edit, proofread and improve content

Skills and Experience:

- Marketing degree or CIM qualification or previous experience in a similar role.
- Highly articulate individual with excellent written communications and presentation skills
- Track record of producing a variety of content including technical articles, infographics, blogs & press releases
- A proven ability to deliver communications strategies in other organisations.
- Excellent IT skills
- Strong competency with DTP applications
- Strong organisational skills.
- Photography and photoshop skills would be advantageous
- Understanding of customer segmentation.
- Previous experience as a communications manager for a similar organization
- Creative and confident person

To apply for the role send CV and cover letter to recruitment@smi.group

UK: +44 (0) 1264 357 357

FR: +33 (0)1 73 19 12 83

AUS: +61 (0) 413 879 300

CDN: +1 514 697 7655

www.smi.group

agile • energetic • collaborative • ethical

info@smi.group

