

Job Title:	Marketing Manager
Hours of work:	35 hours per week (this is a full-time post)
Contract:	Permanent
Salary:	Competitive
Location:	Located in Gloucester or Swansea

About the project:	<p>The Active Building Centre Ltd. is an ambitious, high profile, project of national importance.</p> <p>Active Building Centre Ltd, a Government-backed Research and Technology Organisation (RTO), are collaborating with industrial and academic partners to mobilise and deliver applied research, product development, commercial engagement and the realisation of a comprehensive demonstrator portfolio.</p> <p>Our goal is to revolutionise construction through the deployment of active buildings – transforming the energy and construction industry through new innovative building design.</p> <p>Growing from the success of existing Active Buildings we are developing an ambitious portfolio of advanced multi sector demonstrators which are sustainable, perform better, are more comfortable and will significantly contribute to decarbonisation.</p> <p>As part of a highly skilled team looking to transform the energy and construction industry and drive policy change, you will be open to new ideas, bring fresh thinking, and be ready to play your part in delivering the case for Active Buildings.</p>
About the role:	<p>The Active Building Centre Ltd. is seeking a talented, creative and enthusiastic Marketing Manager to help develop, manage and deliver all aspects of the Marketing Strategy.</p>
Key Responsibilities:	<p>You will be responsible for:</p> <ol style="list-style-type: none"> 1. All aspects of the marketing mix to develop a marketing strategy which will provide structure to the Sales Department and input into the R&D process for future R&D development. 2. The creation of marketing plans for ABC's Innovation and Research facilities to attract technology companies to be part of the ABC technical delivery of products and services for Net Zero Carbon Homes.

	<p>3. Overseeing the creative development of the website alongside the Communications Team.</p> <p>4. Expanding and developing our media coverage on Social Media Platforms (including LinkedIn & Twitter) and raising the profile of Active Building Centre Ltd. through targeted campaigns.</p> <p>5. Writing and proofing content for internal and external use, including brochures, newsletters and press releases across all existing and new social platforms (alongside the Communications Team).</p> <p>7. Organising and developing customer relations programs to encourage visitors to our demonstrator site.</p> <p>8. Assisting in the coordination of demonstrator visits, virtual tours, workshops and training events as a platform for knowledge transfer and to communicate the ABC brand.</p> <p>9. Producing marketing materials, alongside the Graphic Designer, to support campaigns and special events in line with the communication strategy.</p> <p>10. Conducting market research to determine market requirements for existing and future products.</p> <p>11. Creating marketing inputs for R&D to enable future research and product developments.</p> <p>12. Any other duties as directed by the CEO or their nominated representative.</p>
<p>General Duties:</p>	<p>1. Promote equality and diversity in working practices and maintain positive, inclusive working relationships.</p> <p>2. Lead on the continual improvement of health and safety performance through a good understanding of the risk profile and the development of a positive health and safety culture.</p> <p>3. Ensure that risk management is an integral part of any decision-making process.</p> <p>4. Any other duties as directed by the CEO of Active Building Centre Ltd (or their nominated representative).</p>

<p>Person specification:</p>	<p><u>Essential criteria:</u></p> <p>Qualifications & Experience: Educated to Degree Level in an Engineering or Science Discipline. A Post Graduate Qualification in Business or Marketing (or equivalent professional qualification).</p> <p>Desirable: A Chartered Marketer (or working towards).</p> <p>Knowledge and Skills:</p> <ol style="list-style-type: none"> 1. Ideally a technical background with 3-5 years' experience within a marketing position. Experience within the built environment/construction/sustainability would be very advantageous. 2. Experience of bringing technology to market and a proven track record in developing and deploying successful marketing strategies. 3. Excellent written and verbal communication skills with the ability to copywrite, proof and deliver creative content and translate technical documentation into plain English. 4. Confident to work both on own initiative and collaboratively, within a team environment, adept in influencing teams for successful outcomes. 5. Competent in managing own workload with the ability to work on multiple projects simultaneously and meet strict deadlines. 6. Ability to analyse data and interpret results in order to drive effective engagement and seek marketing opportunities. 7. Customer focussed, self-driven and keen to learn with experience of working alongside Senior Management and the ability to engage effectively with all stakeholders. 8. Experienced in growing an organisation through strategic marketing plans which deliver measurable results. 9. A high level of IT skills with knowledge of website and marketing analytics tools. 10. Financially numerate.
-------------------------------------	--

	<p><u>Desirable criteria:</u></p> <p>1. Experience of working in a start-up/small company or R&D facility that has taken new products to market.</p> <p>2. Understanding of marketing specifications</p>
<p>Equality & Diversity:</p>	<p>ABC is fully committed to providing equal opportunities for all job applicants by supporting and promoting equality and diversity in all of its practises and activities.</p> <p>We aim to establish an inclusive environment and welcome applications from the following protected characteristics: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including colour, nationality, ethnic and national origin), religion or belief, sex and sexual orientation.</p>