

Job Specification

Marketing Officer

Responsible to:	Future Capabilities Director
Grade	Admin
Salary:	To be agreed
Hours of work:	37.5 hours per week
Work location:	Oakley, Bedford

Role Purpose:

Deliver and maintain up-to-date and informative communication and social networking presence for the Business including updating, managing and monitoring websites, LinkedIn, Twitter, YouTube and other social media under the guidance of the Leadership Team.

Curate and manage marketing database including developing a simple and effective filing system and ensuring all company IP (photos, videos etc) is appropriately referenced and branded and easy to find.

Coordinate Company presence at Industry events including exhibitions and conferences, ensuring all contacts made are captured and recorded and ensure timely follow ups on behalf of the CEO and Directors. Attend events as required.

Work with leadership team to ensure marketing material is updated and available.

Key Responsibilities

- Maintain the online presence of the Business.
- Attend flight trials to capture imagery, support field trials for customer liaison, etc.
- Curate Marketing Database – build a searchable, accessible library of video footage, photographs, logos, brochures and other IP, all appropriately branded and filed.
- Press releases – project related announcements. Also, prior, during & post events. Press liaison during shows.
- Work with team to produce new brochures / information / marketing literature, banners, merchandise and audio equipment and videos – targeted for events (all in consultation with team).
- Act as liaison point for media enquiries.
- Supply copy and pictures for directories and trade publications as required.

- Assist with arrangements for demonstrations of company products (guest lists, invitations, literature, hospitality, etc)
- Research market trends, demographics, pricing strategies, and other relevant information that will help managers and directors develop marketing plans.
- This role will involve close liaison internally with the CEO, Directors, Project Managers and externally, with event organisers such as UKTI, ADS and partner companies or stakeholders.
- Cooperative teamwork including answering the telephone, dealing with visitors/ support customer meetings with marketing material and hospitality.

Other Duties and Responsibilities

- To actively participate in Blue Bear's Performance Management Scheme.
- To undertake such other duties and responsibilities as may be reasonably required within the grade and level of the post.
- You will be expected to perform different tasks as necessitated by your evolving role within the company and the overall business objectives of the company. Some travel within the UK may be required.

The above is not an exhaustive list of duties. You will be expected to perform different tasks as necessitated by your evolving role within the company and the overall business objectives of the company.

Equality and Diversity

We are committed to the promotion of equality of opportunity in all of our activities and to encouraging access to our organisation from all groups irrespective of the equality strands. We are working to create an environment in which cultural diversity and individual difference are positively valued in an atmosphere free from harassment and discrimination. We take our legal and moral obligations with respect to equal opportunities seriously and welcome dialogue with individuals on ways in which our equal opportunities policies and practice can be enhanced.

Health and Safety

The organisation together with the assistance of all employees are fully committed to developing a positive safety culture.

We encourage and support employees becoming involved in and participating in health, safety and welfare matters. Our goal is to motivate and empower all employees to work safely and protect their long-term health, not simply to avoid accidents.

PERSON SPECIFICATION

Education/Qualifications			
<i>Essential:</i>	S/L	I	A
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<i>Desirable:</i>			
• Chartered Institute of Marketing (CIM) qualification or a recognised qualification in Business and Administration.	X	X	
Knowledge and Experience			
<i>Essential:</i>			
• Thorough understanding of unmanned systems technology market sectors such as Defence, Aerospace, Maritime and Civilian e.g. Agritech (an understanding of the market sectors in which we operate).	X	X	
• At least 18 months' experience in marketing, proven administrative skills and/or relevant education.	X	X	
• Software skills, including advanced Microsoft Powerpoint, Microsoft Office and Photoshop.	X	X	
• Demonstrated experience with social media platforms: web, facebook, twitter, linkedin, Pinterest, etc etc. Knowledge of appropriate use of hashtags etc.	X	X	
• Ability to multi-task in a deadline driven environment.	X	X	
• Strong writing and copy-editing abilities – excellent oral & written communication skills.	X	X	
• Demonstrated problem solving and critical thinking skills.	X	X	
<i>Desirable:</i>			
• Ability to develop a marketing strategy for the Business (<i>for such an individual it may be possible to expand the role to full time</i>).	X	X	
• Background in Defence or Aerospace highly advantageous.	X	X	
• Ability to spot emerging trends.	X	X	
• Photography skills	X	X	
• Video production/video editing	X	X	
Personal/Behavioural Attributes			
<i>Essential:</i>	S/L	I	A
• Ability to work cooperatively within a team.			
• Confident and articulate with good communication skills	X	X	
• Time management skills.	X	X	
• High level of organisation and attention to detail.	X	X	
<i>Desirable:</i>			
• Strong interpersonal skills and social ability combined with methodical approach.	X	X	
Other Requirements			
Safety Critical Role			
Subject to security vetting to a minimum SC level	X		

S/L = Short Listing I= Interview A=Assessment