

JOB VACANCY

Part Time Marketing Manager

To support our continued and exciting growth, we're seeking a talented, creative Marketing Manager to manage all our Marketing channels. You'll create highly engaging B2B marketing campaigns. You'll increase brand awareness, create beautiful and inspiring content and marketing collateral, and spread the word about our amazing work. This is a sole charge role initially offered part-time, so you'll be strategic and able to execute. You'll need to have ideally worked for a fast-moving start-up or growing SME in a related sector, emissions, sustainability, environment, etc. with a strong emphasis on digital marketing. We'd love you to be passionate about our mission and what we're trying to achieve too!

➤ Responsibilities:

(including but not limited to)

- Identifying industry segments to create & execute B2B marketing campaigns using ABM techniques, targetting key potential EMSOL clients.
- Conduct in-depth research & provide detailed insight into key customer segments.
- Research past & present projects to create absorbing visual and written videos (including blogs & podcasts) to showcase our success stories and increase brand awareness across email, website & social media.
- Manage award submissions, organise networking & industry events, & prepare marketing information.
- Develop product collateral to use in the sales process in both digital & print.
- Ensuring our brand is represented clearly & correctly in all aspects of our Marketing collateral & content.
- Research new business targets for our Sales Leads team to reach out for business meetings.
- Create & deliver highly targeted digital marketing campaigns in line with the company's forecast revenue objectives, including crowdfunding.
- Manage the marketing budget for campaign planning and execution & report on expenditure to evidence ROI.
- Create and present Marketing campaign reporting for Management Information.

➤ Who you are

- Degree qualified, min 5 years of experience in B2B marketing within a related sector essential in a sole charge role with a creative mindset & demonstrable experience in creating inspiring & engaging collateral & content.
- Ability to work remotely to tight deadlines and use CRM, Mailchimp & Canva.
- Proficiency in English, both written and spoken.
- Passion for the environment & solving air pollution challenges.



EMSOL provides emissions management technology to major players in the NHS, Waste Management sector, with partners including TfL, HS2, John Lewis and Partners and many Local Authorities. Founded in 2017, we are a startup, but one with:

- Multiple awards and recognitions, including Innovation of the Year – Construction News Awards

2023 WINNER

IMPACT FIFTY

THE 50 MOST IMPACTFUL EMERGING COMPANIES TO WORK FOR

- Over 400 investors worldwide
- An experienced CEO with over 20 years in building tech companies
- & a brilliant Senior Leadership team

EMSOL's Vision – Is for a future free from polluting emissions

EMSOL's Mission – Is to facilitate lasting reductions in polluting emissions

We are a down-to-earth, friendly team and encourage and develop all of our employees to contribute to our success. We want trusted partners to work within our small and autonomously structured team, to maintain our relaxed and flexible working culture.

Package:

Location: London, Hybrid/Remote

Salary: £45-£50 DOE plus share options benefits

Holiday: Prorata 20 days plus bank holidays

Pension: Company contribution

To apply: To apply in absolute confidence or for more information about this opportunity, please send an up-to-date CV to talent@emsol.io