

Marketing Executive- Service Robotics Ltd

Company description

Care service providers face an increasing challenge to meet the needs of a growing elderly population who want to remain independent in their home throughout later life. Service Robotics is a start-up business with offices in Bristol and Cornwall, developing a robot companion solution - GenieConnect® - which utilises a small desktop robot, designed to reduce loneliness and isolation. It provides a user-friendly companion in the user's home, providing remote services and entertainment to support independent living - coupled with light touch care provision.

Service Robotics is at an exciting phase of development, with our soft launch under way and our commercial launch imminent.

Marketing is about understanding people — and building awareness about how our services can satisfy their needs. Service Robotics is looking for an experienced and versatile part-time marketing executive based in the South-West of England who is hungry to do this and more. Our ideal candidate has experience developing and executing marketing campaigns, is comfortable with day-to-day marketing activities, as well as long-term strategy.

You will lead our marketing campaigns, evaluate our marketing performance metrics, and collaborate with internal teams. You will have a strong marketing background with excellent communication skills and attention to detail.

Responsibilities

- Define and execute the marketing and communication activities according to our marketing plan
- Identify and quantify target market segments
- Coordinate all marketing activities to generate leads
- Inform clients and prospects of products and services through creative marketing strategies
- Track performance of all marketing campaigns
- Lead and guide the development of creative briefs to meet objectives for all advertising and public-facing communications, including print, digital, and video assets
- Manage content and updates for customers and internal touch points, establishing budget guidelines, participating in events, documenting business processes, and providing additional sales support
- Gather customer and market insights to inform outreach strategies, increase customer conversions, and generate more qualified leads
- Identify effectiveness and impact of current marketing initiatives with tracking and analysis, and optimise accordingly
- Present ideas and final deliverables to internal and external teams, and communicate with senior leaders about marketing programs, strategies, and budgets

- Track competitor activity by keeping up-to-date market changes and the marketing mix used by competitors

As with any small business, flexibility and a willingness to contribute in other areas according to need is expected. This role is advertised as part time, but we expect the requirement to increase going forward.

Qualifications and Experience

- Bachelor's degree or equivalent experience
- 3+ years' experience in marketing
- Strong verbal, written, and organizational skills
- Excellent negotiating and communications skills
- Experience developing marketing plans and campaigns
- Strong project management, multitasking, and decision-making skills
- Metrics-driven marketing mind with eye for creativity
- Experience with marketing automation and CRM tools
- Excellent attention to detail
- Well organised and self-motivated. Sets SMART objectives and delivers on them
- Excellent command of written English
- Ability to work effectively under pressure and to tight deadlines
- Demonstrable empathy and understanding of user needs
- Enthusiastic, out of box thinker and willing to learn
- Knowledge of or experience in the adult care business would be an advantage

Benefits:

- Work from home opportunities
- Flexible working hours
- Dynamic working environment
- Profit sharing/share options
- Company pension

Earliest start date: Immediate

Part-time, Permanent

Salary: £25,000.00 to £30,000.00 /year pro rata for 20 hours/week initially.

Service Robotics Ltd is committed to promoting equality of opportunity for all staff and job applicants. We aim to create a working environment in which all individuals can make best use of their skills, free from discrimination or harassment, and in which all decisions are based on merit.