

Marketing Manager

Position: Marketing Manager

Qualification: 3rd Level Qualification in Marketing, Business or related field

Location: Remote working from Ireland / UK

About XOCEAN

XOCEAN is an ocean data company – we collect data for clients ranging from mapping the seabed to monitoring the environment. However, we do this differently, instead of using conventional crewed survey ships, we have developed a marine robotic system known as an Uncrewed Surface Vessel (USV).

Overview

Develop and manage XOCEAN's marketing department to support rapid international growth of the business.

Main Duties & Responsibilities

Responsibilities will include:

- Developing and managing the marketing strategy to support rapid international growth of the business.
- Developing strategic marketing plans for XOCEAN and oversee the implementation of these plans.
- Developing strategies to raise awareness of XOCEAN within target sectors and attract qualified traffic.
- Lead the process of building qualified leads across key channels and drive the conversion rate of these into defined revenue
- Developing business cases for marketing initiatives and make recommendations on marketing tactics.
- Supporting the development of engaging content for all our social media platforms designed to attract XOCEAN's target groups.
- Tracking the effectiveness of marketing campaigns and reporting the findings to the senior management team.
- Analysing customer feedback and advertising returns and reporting the findings to the senior management team.

Requirements: Essential Skills / Attributes and Experience

- 10+ years in a Marketing role of which at least 5 years should be experienced in a Management position for a business with a significant international presence.
- Strong international business expansion experience.
- 3rd Level Qualification in Marketing, Business or related field.
- Proven ability to develop and manage marketing strategies.
- Proven ability to manage national and international marketing campaigns.
- Excellent organisational skills with strong attention to detail.
- Excellent communication and presentation skills.
- Metric-focused with a strong aptitude for analysing market dynamics.

Desirable Experience

- Master's qualification in Marketing, Business or a related discipline.

Apply

- Applicants must demonstrate how they meet the essential criteria. Desirable criteria may be used for further shortlisting.
- We thank all candidates for their interest, however due to very high volumes, only those who are selected for further consideration, will be contacted directly.
- To be eligible for this position you must have a valid working visa / permit to work in Ireland.

- Closing date for applications is 15th September 2021.
- Please apply online and follow the instructions or submit your CV to careers@xocean.com.