



Marketing Project Lead

Introduction

AIRDAT is a UK based systems, training & consultancy company providing services specifically to the Aviation sector. Our products relate to the management of training, assurance, compliance, fleet and auditing. In addition, AIRDAT offers airports an array of support services.

This role will be managing and delivering a full and detailed marketing strategy and communications plan, reporting on the outputs and adapting the planning to optimise engagement and ultimately to help increase the companies Market Share.

At AIRDAT, it's about life-work balance. You can expect 28 days off, plus public holidays (pro-rata) and further time during the Christmas period too. The company also runs around 6 free 'activity days' throughout the year (including things like Go Karting, Off-Road Driving, Spa Day, Kayaking) - you can vote for other activities you'd like to do and you can book onto as many of these as you like (or not!) - plus our team Christmas Party.

We operate a cycle to work scheme, 'meet free Fridays' and a Private Healthcare Scheme. You'll be provided with all the equipment you need and we reserve an annual budget to help improve skills and further your development too. In addition, all team members receive a purchasing card, so no using your own funds to make company purchases. We are also planning to trial a 4 day working week later this year.

You'll be provided with all the equipment you need and we reserve an annual budget to help improve skills and further your development too.

You'll be empowered and working as part of a small, highly supportive agile team, delivering bespoke, complex systems to the aviation industry. Most importantly, we take our work seriously, but never ourselves.

Our company values are Proactive, Evolving, Confident and Supportive - these should resonate with any potential applicants.

The Role

This is a full time role working 37.5 hours per week, generally Monday to Friday, 9am to 5pm. This role is primarily home-based, with some meetings with AIRDAT colleagues at mutually convenient locations and occasional travel to Canterbury to meet with the management team when required.

In this role you will be responsible for:

- Managing and maintaining the company CRM
- Supporting the team on all aspects of Marketing Strategy / Campaigns from conception to completion & execution
- Creating, managing and reporting on paid ads on social media
- Reviewing marketing material
- Reviewing and updating website content
- Analysing, interpreting and presenting campaign results
- Customer targeting, research and reporting
- Managing marketing video production
- Creation of short and long form content with SEO optimization
- Developing and maintaining customer personas
- Liaising with suppliers (e.g. designers, web developers and media agencies) including writing briefs and project management
- Managing company social media accounts
- Writing effective content for email marketing templates and campaigns
- Agreeing and managing timescales and budgets
- Upholding and enforcing the company brand through our constantly evolving brand guidelines document.

The applicant will work closely and report to the Projects and Business Management Director. The applicant will manage all marketing activities, supporting the AIRDAT sales function to build relationships with our airport customers and develop the business, including assisting in converting planned target prospects to new clients.

Applicants must be able to demonstrate that they are proactive, confident, work well with others, are good decision-makers, highly organised & self-motivated, reliable and can work under their own steam unaided.

Strengths & Behaviours

Are you:

- Comfortable being part of the whole marketing & sales lifecycle?
- Loves tech and enjoys using systems to make their life easier?
- Driven with the enthusiasm to work in a complex fast-moving environment?
- Able to work to targets and deadlines?
- An excellent communicator (verbal and written)?
- Able to convey complex information in a clear and concise manner?
- Able to work at pace, a self-starter who can work with the minimum of supervision?
- Able to put forward, consider and adapt to better methods of working?
- Someone who has a keen eye for detail?
- Someone who takes pride in their work?

Role Requirements

Required

- Experience of CRM systems
- Hands-on experience delivering and evaluating multichannel digital campaigns across disciplines such as SEO/PPC, organic and paid social media, video and inbound/content marketing
- Educated to Degree level in Marketing or equivalent experience
- Experience in building and updating reports
- Previous experience of Strategic Social Media Management. Planning organic campaigns using compelling and relevant content to attract in-market consumers
- Experience marketing to B2B customers
- Experience working with Google Analytics and paid marketing channels (e.g. Google, LinkedIn & Facebook Ads)

Desirable

- Experience on MacOS
- Knowledge and use of Google Workspace
- Experience of project management systems such as JIRA & Trello
- Experience with Pipedrive
- Experience with Mailchimp
- Experience with Wordpress
- Experience with Canva
- Experience marketing enterprise B2B SaaS products
- Experience marketing to the aviation industry

Salary

£25,000-35,000

Dependent on experience

Applying & more information

To apply for this position please email a copy of your CV and a covering letter/email to jobs@airdat.org inserting the job title into the subject line. More information on AIRDAT can be found at www.airdat.org