

## **Marketing Manager at eCube Solutions**

An exciting opportunity to lead and drive marketing initiatives to re-enforce eCube's reputation as the 'gold standard' in aircraft end-of-life services.

Our company has grown significantly in the past two years and we are now looking for an experienced Marketing Manager who can build on a solid foundation to raise the profile of our company, both in general within the aviation industry, and specifically amongst our customer base of leasing, airline and aftermarket companies.

In its short history, eCube Solutions is proud to say that it has grown to be a premier end-of-life service provider, delivering aviation services and value of the highest quality, with exceptional customer responsiveness. eCube Solutions specialises in 'end-of-life' aircraft projects, and has developed expertise in delivering complete solutions, ranging from aircraft parking and storage to disassembly, inventory management and third-party logistics. Our customers include GE, Embraer, Honeywell, Airbus, UTC, British Airways, and many of the largest aircraft Lessors and aircraft parts suppliers across the globe.

We are a small, dynamic and highly flexible company. We have a great and very loyal workforce with a culture focused on our Customers and meeting our commitments. Our company has grown year upon year with significant growth plans ahead.

### **Objectives**

To lead strategic and tactical marketing initiatives that will expand eCube messaging, positioning, and market share across its global aviation network.

### **Key Responsibilities**

This is a new position and will be a key role in the development of the Marketing function. You will be responsible for expanding the companies brand reputation throughout key target markets and maximising sales opportunities through strategic marketing campaigns and initiatives.

You will be responsible for:

- Developing marketing collateral and materials to promote the company at industry events and through various media
- Developing and executing a media plan
- Maintaining and developing the company websites
- Researching, planning and preparing attendance and representation at industry trade shows, conferences and events
- Maintaining the customer database, and owning CRM processes
- Overseeing and developing marketing campaigns
- Conducting research and analysing data to identify and define audiences and new/additional routes to market

- Devising and presenting ideas and strategies
- Organising promotional activities to support market awareness and brand recognition
- Compiling and distributing financial and statistical information
- Writing and proofreading creative copy
- Maintaining websites and looking at data analytics
- Organising events and product exhibitions
- Updating databases and using a customer relationship management (CRM) system
- Coordinating internal marketing and initiatives to develop the organisation's culture
- Monitoring performance for understanding of ROI
- Managing campaigns on social media and reporting on statistics that support business objectives
- Develop understanding of market segmentation - identify key industry participants and outlets for eCube products and services
- Experience of managing required third parties - agencies e.g. creative, web/ digital/ data providers/ PR

## **The Person**

### **Qualifications/Experience:**

- Bachelor's degree or equivalent experience
- Needs to know the audience - this can be developed over time but preference will be given to candidates who have existing understanding of aviation leasing, airline, and aftermarket sectors
- Marketing experience in high value B to B market segment with 10+ years' experience
- Worked within a similar role
- Experience of managing external third parties - includes agencies e.g. brand, design - digital /print ; digital - web design/ build, PR & digital (paid, earned, owned), SEO; data

### **Skills:**

- Proven creative/ graphic design education/ skills; excellent eye for design, and attention to detail
- Excellent and essential:
  - written - copy writing and business writing
  - verbal communication skills (Essential)
- Proven experience of managing multiple campaigns
- External agencies - PR - trade press - printed and digital; design / digital. website design/ build
- Competent in the use of:

- CRM databases
- CMS systems
- Outbound email tools e.g., Email Octopus
- Knowledge and use of a variety of marketing tools - such as but not necessarily specifically all of following:
  - Creative tools - e.g. Animate, Acrobat, Illustrator, InDesign, Photoshop; image sourcing; Premiere Pro, Squarespace - any others
  - Tracking/ Analytics: Google Analytics/ Google Dashboard; telephone tracking systems
  - Collaboration/project management tools - Sharepoint, Monday
  - SEO tools - e.g., Moz, Yoast, SEMrush, others... non-exclusive - as helpful SEO tools / heatmap tools
- Proficient of the use of social media - especially LinkedIn and related tools
- General: Microsoft Office, Excel, Powerpoint; virtual - Zoom / similar
- Added plus: Experience of:
  - Event management - real and/ or virtual e.g., Webinars
- Planning and measurement - needs to understand, prepare and implement tactical and strategic marketing plans and be able to evaluate their success against key criteria; familiar with analytical tools

### **Person:**

- A self-starter - able to quickly learn and take the initiative
  - Accurate and nimble - able to collate and present accurate key data and statistics and adapt to changes in market conditions
  - Strong team player
  - Able to work collaboratively and independently as required
  - Attention to detail
  - Resilient with the ability to work well under pressure and with strong organisational and time management skills
  - A good listener - needs to coach critical messaging from internal stakeholders to support marketing initiatives and absorb insights from external sources to drive business intelligence
  - Storytelling - able to successfully present the key values and benefits of eCube to the market
  - Analytical - needs to analyse key industry data to ensure marketing campaigns align with current and future trends
  - Prioritisation - with multiple channels and options for route to market, the marketing executive will be efficient in prioritising activities that deliver best return on investment for strategic goals
  - Have a buyer perspective - the marketing executive needs to understand the buying process and how marketing eCube's products and services can support the buyers decisions
  - Selling process - understand the complete selling process and the role of marketing as a function and support of that process
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**Location: St Athan, Wales**

**Salary: Negotiable - dependent upon experience**