



MARKETING SPECIALIST – UK + INTERNATIONAL

About Us

IQD Frequency Products Ltd has provided electronic components for timing and frequency control applications for 50 years. We are based in the UK but support customers across the world. Four years ago, IQD became part of the Würth Elektronik eiSos group who supply an extensive range of electronic components. The Würth Elektronik eiSos group includes 7,300 employees in 50 different countries.

We are a small company thinking dynamically and constantly looking to change and adapt to the market needs, but we are also part of a large global company with all the infrastructure, support and opportunities this offers.

About this role

We are looking for a marketing specialist who is responsible for the development, implementation, and analysis of our marketing activities globally, with the aim of driving business growth and optimal implementation of our priorities. The position is based in our Crewkerne office in Somerset, with the possibility to work partly at home.

Duties

- Work with international sales management, to define, plan and execute multi-channel customer marketing and inbound marketing
- Optimise content considering SEO and Google Analytics and web traffic metrics
- Monitor industry trends and competitive environments
- Organise trade shows including attendance if necessary
- Manage corporate logo, style and presentation
- To form strong working relationships with colleagues
- To develop and deliver the marketing strategy
- To manage social media platforms

Skills

- University degree in marketing or equivalent experience
- Conceptually strong, with sales orientated thinking
- Experience using Adobe InDesign, Photoshop etc.
- Experience using LinkedIn in a business setting
- Copywriting skills
- Ability to cooperate and coordinate with other departments and work in a multinational team
- Independent work, very good team player, digitally aware
- Good English language skills

Benefits

- Regular company-funded social events including annual Summer BBQ party & Christmas party
- Bonus scheme
- Life insurance
- Excellent pension scheme
- Career progression & training in-house
- Closed bank holidays
- Office closes for Christmas