

20 November 2023

Position: Digital Generation and Marketing Executive

Departments: Marketing

Location: Ely, Cambridgeshire

Job Description: Join Process Sensing Technologies, the leading global player in design and manufacture of gas measurement sensors and analyzers for critical applications across many high-profile industries. For more than 58 years, we have been enabling the most innovative global companies to drive progress and improve their products or services, and make better decisions based on the data our sensors and analyzers deliver.

To support our growth through our global sales network, we are seeking a highly motivated and enthusiastic.

Demand Generation and Digital Marketing Executive in Ely, Cambridgeshire

Key Responsibilities

You will be responsible for planning and executing demand generation and digital marketing campaigns that effectively generate leads, nurture them through the sales funnel and contribute to increased revenue growth. Together with our Marketing team colleagues and local sales teams you will define the target groups, develop customer journeys, identifying key buyer personas and generate compelling marketing content. Your analytical skills will be crucial in evaluating campaign performance and making data-driven decisions to optimize our marketing efforts across various industries and regions.

As we continuously evolve our business you will be a key stakeholder ensuring that the our CRM modules and demand generation platforms get locally adopted, working together with the global marketing team as well as guiding and training local Super Users and supporting them with all queries related to the tools being used. The role will offer you a great opportunity to get hands-on with various campaign types, allowing you to expand your own skillset.

Further responsibilities

- Deliver campaigns across multiple channels and regions (paid search, paid media, social media, email marketing, events, and webinars, etc)
- Write and produce landing pages, email assets, and ad copy to support the execution of campaigns.
- Create, and execute account-based marketing programs in partnership with marketing and sales teams to drive pipeline growth.
- Partner with local sales to ensure campaign alignment, lead management, and execution.
- Understand the buyer personas and target marketing activities along the buying cycle.
- Assist in content planning and creation to support campaign activity.
- Support other team members as required.

Desired experience

- Engaging communicator
- Experience in B2B marketing, ideally with knowledge of manufacturing industry

- 2-3 years' experience with the digital and particularly outbound marketing techniques, tools, channels and platforms
- CRM and demand generation platforms knowledge (Dynamics 365 knowledge would be ideal)

Personal Skills

- Self-motivated and able to work on own initiative.
- Desire to grow and develop self.
- Highly organised and able to prioritise.
- Able to multitask in a multicultural environment.
- Good knowledge of the English language is important.

Education

Degree-level qualification, similar experience, or relevant certifications.

We offer:

A modern working environment in a successful, growing company and an international team of dedicated people who don't hesitate to go the extra mile to impress a customer. Competitive salary and benefits incl. pension scheme, private healthcare etc.

CV's to:

HR Manager

Judith Page

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