

Marketing Associate

A large, abstract teal graphic element that curves from the top right towards the bottom left, creating a sense of movement and depth against the dark grey background.

Marketing Associate

Competitive salary and benefits package on offer, within an employee-owned organisation.
Full time role, 37.5 per week.

Closing date: Monday, 17th of July 2023.

The ABER Instruments Sales and Marketing Team are seeking to appoint a highly organised individual who is enthusiastic, adaptable and self-motivated. Based in Aberystwyth, we're an employee owned company with over 35 years experience manufacturing monitoring instrumentation for the brewing and biotech markets - visit our website to find out more about our employee owned ethos, history and products.

In joining us at this exciting time in our development, you will receive a generous benefits package including a competitive salary, a twice yearly profit share, a holiday entitlement of 20 days, increasing to 26 days with service, plus Christmas closure leave as well as flexible working and a generous pension. Following probation, colleagues are gifted 1000 shares, receive income protection, life insurance and can join the cycle to work scheme.

The company is an established, global market leader constantly working to innovate and expand our product portfolio, with bases in the U.K and the U.S. We count many of the world's leading biotech and brewing companies as customers.

Main purpose

The Marketing Associate will be responsible for supporting the marketing team with tactical delivery of events, content marketing, and social media marketing. This position will report into the Sales and Marketing Leader and work closely with the Creative Marketing Specialist to execute on marketing strategies and tactics and will be responsible for organisation and coordination of marketing metrics and plans.

Duties to include

- Support the marketing team in delivering marketing strategies and tactics
- Coordinate event logistics, including event selection, vendor management, and registration
- Create content for marketing materials, including social posts, brochures and other customer facing collateral
- Manage social media accounts and develop content for social media campaigns
- Assist with email marketing campaigns, including list management and email creation
- Help drive growth of organic inbound leads for new and existing product lines.
- Coordinate collateral requests, changes and ordering.
- Assist with Website content changes and general upkeep.
- Analyse and report on the effectiveness of marketing campaigns and make recommendations for optimisation

- Configure and manage Marketing planners, tools and automation to support marketing campaigns
- Collaborate with cross-functional teams to support integrated marketing plans

Knowledge, Skills and Experience Required

- Bachelor's degree in Marketing, Communications, Life Sciences or equivalent experience
- 2+ years of experience in marketing, with experience in event coordination, content creation, and social media marketing
- Strong communication and interpersonal skills, with the ability to work collaboratively with others
- Naturally organised with the ability to manage multiple ongoing projects
- Experience in coordinating event logistics and managing vendors
- Ability to create written content for marketing materials
- Knowledge of social media marketing strategies and tactics

Desirable knowledge, skills and experience

- Experience of display Inventory/stock management
- Familiarity with marketing CRM applications
- Knowledge of employee ownership
- Understanding of scientific principles

Closing date Monday, 17th of July 2023.

To apply, please send your CV and covering letter detailing your skills and experience to hr@aberinstruments.com by Monday, 17th of July 2023. For an informal discussion please call Christina on 07483 044699.

To apply please send a CV and Cover Letter by email to: hr@aberinstruments.com

Aber employee benefits at a glance

As part of Aber's commitment to making the company a great place to work and to reward our employees for their contribution and hard work, we offer the following benefits.

1000 gifted shares on completion of probation period



ABER profit share



Flexible working



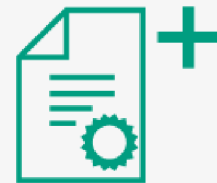
Peace of mind if you die in service (4x salary for your family)



Income protection scheme (75% of salary)



Opportunity to buy further ABER shares



20 days increasing to 26 days (UK based) holiday plus bank holidays with additional shutdown between Christmas and New Year



Opportunity to influence how the company grows and operates through an employee council.



ABER contributes 8% towards your pension scheme, while you contribute just 3%



Cycle to Work scheme

