

# Marketing Specialist

Location: Plymouth UK

## Company Overview:

We are a leading UK-based aerospace super precision business, specializing in the design and manufacturing of super precision, integrated bearing solutions for the aerospace, defence, and space industries. With a rich history extending back 75 years and a commitment to innovation and excellence, we are seeking a skilled and dynamic Marketing Specialist to join our team and drive marketing activities within our target markets.

## Job Description:

As a Marketing Specialist, you will be responsible for developing and implementing comprehensive marketing strategies to promote our brand and products within the aerospace, defence, and space market. You will play a pivotal role in conducting market research, managing the brand image, organizing trade shows and executing marketing campaigns. This role requires a creative and strategic mindset, strong analytical skills and the ability to collaborate effectively with cross-functional teams.

## Responsibilities:

### Market Research and Analysis:

Conduct market research and analysis to identify key market trends, market size, define addressable market, customer needs, and competitor strategies within the aerospace, defence, and space industry.

Monitor industry developments, regulatory changes, and technological advancements that may impact our marketing initiatives.

### Marketing Strategy and Planning:

Develop and execute comprehensive marketing plans to promote our brand, products, and services to target audiences.

Collaborate with the management team to define marketing objectives, positioning, and messaging.

**Brand Management:**

Develop and maintain brand guidelines, ensuring consistency across all marketing collateral and communication channels.

Control and manage the brand image within the aerospace, defence, and space market, ensuring alignment with the company's values and objectives.

**Trade Show Organization:**

Plan and coordinate our participation in trade shows, exhibitions, and industry events to showcase our products and generate leads.

Manage all aspects of trade show logistics, including booth design, setup, staffing, collateral, and promotional materials.

Evaluate and report on the effectiveness of trade show participation, including lead generation and return on investment (ROI).

**Marketing Campaigns and Content Development:**

Develop and execute integrated marketing campaigns across various channels, including digital, print, and social media.

Create engaging content, such as blog articles, whitepapers, case studies, and videos, to support marketing initiatives.

**Digital Marketing and Online Presence:**

Manage the company's online presence, including the website, social media platforms, and other digital marketing channels.

**Qualifications and Skills:**

- Bachelor's degree in marketing, business or related.
- Proven experience in marketing, preferably within the aerospace, defence, or space industry.
- Strong knowledge of marketing principles, strategies, and tactics.
- Excellent analytical and research skills, with the ability to gather and interpret data to drive marketing decisions.
- Proficiency in digital marketing platforms, social media management tools, and content management systems.
- Creative mindset with the ability to develop innovative marketing campaigns and content.
- Strong project management skills with the ability to prioritize and manage multiple projects simultaneously.
- Excellent communication and presentation skills, with the ability to effectively convey complex information to diverse audiences.

Join our passionate marketing team and contribute to the growth and success of our brand within the aerospace, defence, and space market. Apply today with your updated resume and a cover letter highlighting your relevant marketing experience and achievements.

**Send to: [careers@hqw-aerospace.com](mailto:careers@hqw-aerospace.com)**

