

# Job description



**Title:** Marketing Communications Manager

**Company:** Connected Energy

**Location:** The Core, Bath Lane, Newcastle Helix,  
Newcastle upon Tyne, NE4 5GF  
[www.c-e-int.com](http://www.c-e-int.com)

**Start date:** Immediate

**Salary:** Competitive, subject to experience

## Background:

Connected Energy, a world leader in the field of clean technology and circular economy, is looking for an experienced Marketing Communications Manager to join their team of passionate entrepreneurs.

We are the only company globally, to sell commercially viable energy storage systems that utilise 2<sup>nd</sup> life electric vehicle battery packs. We reuse batteries that are functional but no longer store enough energy to travel the range drivers need in their electric vehicles. Our collaborators include Renault, Nissan and Jaguar Land Rover and we are ready to take on the world!

Following major investments from Engie, Sumitomo, Macquarie Bank and Turquoise Capital our aim is to expand our business rapidly with a key emphasis on raising our profile and driving sales. That's where you come in ...

We are looking for a candidate who can hit the ground running, and understanding we are in scale-up mode, is not afraid to roll up their sleeves. We seek a forward-thinking individual who has a proven track record combining strategic thinking, creativity and successful implementation.

As an experienced Marketing and Communications Manager, you will be responsible for developing and driving initiatives linked to establishing our brand, raising our international profile to generate sales, supporting channel partners, educating customers and suppliers, improving internal communications and generally communicating our market and thought leadership position.

## Objectives of UK and international marketing communications activity:

- Raise our profile to create brand knowledge, recognition and following
- Educate customers, suppliers, partners and stakeholders
- Stimulate incoming sales enquiries
- Attract high quality potential employees



## Roles and responsibilities:

The role will include but not be limited to:

- **Strategy**
  - Be part of an internal and external team developing and delivering the Sales and Marketing strategy.
- **Branding**
  - Identify and work with the right agency partner/s to develop and deliver a powerfully differentiated brand concept
  - Develop and implement a strong and easily recognisable brand identity
  - Strengthen and communicate core brand values and messaging
- **Communications**
  - Design and deliver marketing, content and engagement campaigns to build awareness and generate leads and to educate and support channel sales partners and service, maintenance/installation partners
  - Liaise and build relationships with media representatives and PR contacts in relevant media and in CE's partner organisations, including Renault, Engie, Sumitomo etc.
  - Create and use a range of content including written, audio and video
  - Implement an effective digital marketing strategy to continually connect, engage and influence customers and stakeholders.
  - Create and develop sales support materials
  - Upgrade the website so that it meets the requirements of CE's mixed stakeholder group and ensure it is managed and optimized for purpose.
- **Management**
  - Source and appoint third parties and agencies as required.
  - Manage activities undertaken by external agencies and partners
  - Manage budgets
- **Events**
  - Manage the delivery of and participation in 3<sup>rd</sup> party events including exhibitions conferences, webinars etc



## Requirements:

The successful and exceptional candidate will have:

- Exceptional skills and potential to 'grab the bull by the horns' and raise the profile of CE amongst stakeholders
- A good understanding of the "marketing mix" and the components of a marketing plan
- Experience implementing successful marketing strategies with heavy emphasis on digital engagement and communication
- Experience building brand thought leadership
- Experience marketing to international audiences (preferred)
- Knowledge of communications tools and platforms including website content management systems, CRM, email marketing software, digital analysis tools including Google Analytics and social media



- Experience of working in a diverse marketing communications environment
- Experience of working collaboratively with major global partners on marketing communications initiatives (preferred)
- Experience commissioning and managing suppliers and freelancers
- Budget management responsibility
- A highly efficient, structured and motivated approach to work
- Experience of energy, clean tech, sustainability or other related industries
- Exceptional relationship building skills
- Hold a good degree and have at least 5 years' experience in a relevant marketing communications related position
- Excellent copywriting skills and English fluency.
- A commitment to driving sustainability objectives

This is a great role for an experienced Marketing Communications Professional who is ready to take charge, gain new experience and be part of a breakthrough company.

If this role sounds like you, we would love to hear from you. Get in touch with us via email with Marketing Communications Manager in the subject line. Attach a CV and cover letter explaining: your suitability; why you're drawn to this role; and why Connected Energy. A right to work in the UK is essential. Applications will be assessed as they arrive.

Please send inspiring applications to [matthew.lumsden@c-e-int.com](mailto:matthew.lumsden@c-e-int.com)

