

JOB DESCRIPTION – Marketing Executive
MOF Technologies Limited

JOB ELEMENT	DETAIL
Job Title	Marketing Executive
Reporting to	Head of Marketing
Time commitment	Full-time
Location	Belfast
Main Purpose	<p>Metal-Organic Frameworks (MOFs) have the potential to enrich the quality of life of every person, everywhere. By unlocking their power, we can help overcome some of humanity's biggest challenges such as air quality, food availability, water accessibility, and bio security.</p> <p>It's our mission to make that happen by using our MOF expertise and patented technology to help innovative organisations transform their industries through co-developing MOF-based technology.</p> <p>We are looking for a bright and enthusiastic Marketing Executive to support our Head of Marketing and business development team to accomplish our mission through:</p> <ul style="list-style-type: none"> • Driving awareness of MOFs and their transformative potential • Establishing the MOF Technologies brand as pioneers within the field of MOF commercialisation • Securing development partners through targeted marketing campaigns
Accountabilities & responsibilities	<p>Content</p> <ul style="list-style-type: none"> • Source stories for content from within the business and out • Draft and proofread content • Maintain, update, and execute editorial calendar • Liaise with agencies on production of video, articles, promo materials, etc. • Support business development team with meeting/sales material preparation <p>Awareness</p> <ul style="list-style-type: none"> • Manage social media channels, ensuring quality and maintaining activity levels • Coordinate industry and business networking events <p>Strategy</p> <ul style="list-style-type: none"> • Work with Head of Marketing to contribute to the company marketing strategy • Support business development team with market research <p>Systems, Resources & Reporting</p> <ul style="list-style-type: none"> • Maintain and manage CRM system (HubSpot) • Collate, interpret and report on key digital metrics • Research and shortlist suppliers/agencies • Monitor and report on competitor, industry and company activity

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	General/ad-hoc administrative initiatives
Scope/scale	This is an exceptional opportunity for someone who is looking for a position at the beginning of their career, to join a company taking the driving seat of a brand new industry. At MOF Technologies you'll find plenty of opportunities to learn and develop, while making a real difference to the business, its customers, and their users.
Work pattern	Full-time, Belfast-based. Ad-hoc travel will be required.
Job knowledge, skills, & experience	<ul style="list-style-type: none"> • Creative self-starter with drive to grow as the company develops, while also being able to work collaboratively • Accountable, "can do", proactive approach to work, inquisitive and a problem solver • Outstanding grasp of English language (especially writing) • Excellent communicator and relationship builder • Digital native with an interest and solid understanding of social media • Excited about learning • Proficient in office suite e.g. PowerPoint, Excel, Word • Working understanding of marketing tools such as Google Analytics and Ads • Working knowledge of creative suite programmes such as InDesign, Photoshop etc. is a plus but not a requirement • Either or both of the following: <ul style="list-style-type: none"> ○ University graduate of marketing, PR, communications, or similar ○ >1 year's work experience within a marketing, PR, or communications environment • Experience with HubSpot preferred • Experience in chemical or industrial manufacturing bonus • Eligibility to work in UK
Salary & benefits	Competitive salary + 25 days annual leave & 10 statutory days.

If you are interested in this role, please send a copy of your CV to a.lyneborg@moftechnologies.com