

Role: Group Marketing and Communications Officer (Maternity Cover)

Location: Newcastle, UK

Job Description

Do you understand how effective marketing underpins growth?

Would you like the opportunity to add some fantastic marketing experience to your CV?

Join us for a 9-12 month period as Group Marketing and Communications Officer of Cathie Associates, a leading international offshore geoscience and geotechnical engineering consultancy. You will be responsible for the implementation of effective marketing strategy to underpin our ambitious growth plans.

This opportunity for an outstanding marketing professional has arisen as our current Group Marketing and Communications Officer takes a 6-9 month maternity leave period, beginning in February 2018.

Candidates must be available to begin a hand over at the beginning of February 2018.

Areas of Responsibility

You will be responsible for the implementation of effective marketing strategy and assist in business development for the group of Cathie Associates companies, in the oil and gas, offshore wind and subsea power transmission sectors.

You will report to the Business Development Director and management teams of Cathie Associates group companies.

Your key duties will be to:

- Implement marketing strategies for existing and developing markets / sectors
- Arrange, organize and attend conferences, exhibitions and promotional events in the UK and internationally
- Manage annual marketing budgets
- Ensure the consistent application of the company brand, messaging and marketing style across OPCO's
- Liaise with nominated BD representatives in our global engineering teams to deliver effective marketing to meet local needs
- Provide day-to-day management and content authoring for e-marketing – Website, LinkedIn, Twitter, blogs, webinars, communication emails
- Maintain and operate company profile on e-procurement portals in conjunction with Business Development Director
- Contribute to the management and running of our corporate CRM
- Organise, maintain and develop technical marketing material – brochures, pamphlets etc. including practical and logistical assistance on demand from OPCO's.
- Liaise with creative agencies for the production of marketing material and advertising etc.
- Provide reporting and analysis of the impact and effectiveness of marketing strategies and individual tools

Your Profile

You will be an enthusiastic, organised and talented professional in search of challenges. You will have an undergraduate degree in a marketing discipline and over 2 years' experience in a marketing role within an engineering company.

You will possess excellent verbal and written communication, report writing and presentation skills. An excellent knowledge of contemporary marketing strategies and tools are essential as we seek to differentiate the company in style and substance. You will understand the customer journey and the role that marketing has to play in converting opportunities into contracts.

An appreciation of effective creative design is essential and some design skills, including graphics and web design are desirable. Due to the international nature of our business, multilingual candidates may be viewed favourably although such skills are not essential.

We Offer

A challenging role with real potential for responsibility and ownership of initiatives. The opportunity to join an innovative consultancy seeking to address the world's energy challenges. The job role will be delivered with close mentorship and support from the Business Development Director and other company Directors.

We provide a stimulating working environment based on respect and integrity. The successful candidate will also be supported with corporate sponsorship of membership fees to a professional institution. The generous remuneration and benefits package will be dependent upon the successful candidate's profile.

The appointment is offered in Newcastle upon Tyne with the opportunity to work in our various Europe-wide office locations. It may be possible to facilitate the role between more than one of our office locations.

This is a 9 to 12 month contract to cover maternity leave beginning in February 2018, which will include a handover period at both the beginning and end. Following the completion of the contract period there may be an opportunity to extend this contract in a part time (potentially job-sharing) role.

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About the Company

Cathie Associates is a young dynamic offshore engineering consultancy specializing in marine geophysics and geotechnics, seabed risk management, foundation engineering, pipelines, trenching and numerical analysis. We work primarily in the offshore oil, gas, and wind energy industry for clients who design, install and operate offshore, nearshore and onshore facilities.

We bring a unique, independent, focused brand of technical engineering expertise to our clients who need expert, value adding and innovative solutions. By leveraging the wealth of expertise in our team in conjunction with knowledge and IP gain through R&D, we are able to provide positive project outcomes for the management of risk and the development of infrastructure design solutions for all matters relating to the sea bed.

Our services are characterized by strong company values, and our firm determination to keep our commitment to our clients.

Currently, Cathie Associates has 49 members of staff and we operate from offices across Europe.

More information is available at:

- www.cathie-associates.com
- www.linkedin.com/company/cathie-associates/

Applications

Prospective candidates are invited to send a covering letter and CV to UK@cathie-associates.com with the subject heading 'Marcom Maternity Cover Position'.