



Job Description:
Marketing Specialist

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Role Headlines

Job type:	Full time, minimum 37.5, typically 40 hours per week
Start date:	April 2024
Location:	Our office is located in King Street, Manchester, but remote and flexible working are supported
Salary range:	£30,000-£35,000 p.a.
Annual leave:	25 days p.a. plus statutory Bank Holidays
Work visas:	If you require a work visa to work in the UK, evidence that this is in place <u>must be submitted with your application</u> or it will not be considered



About Thermly

Thermly Limited is a growing, Manchester-based provider of digital, software and other consultancy services.

The company represents the culmination of several decades' worth of work in the built environment, digital, energy and finance sectors by the founders. We bring that experience to bear to develop innovative, digitally driven approaches to some of the UK's most challenging climate related issues. Our highly customer-centric mission is therefore to harness the power of data, digital systems and collaborative intelligence to accelerate the transition to a zero-carbon economy.

To that end, Thermly:

- Develops its own data and software packages that support this transition using its own a dedicated software development team
- Provides consultancy advice and support to both the public sector (at all geographic levels) and the private sector, aligned to its mission
- Actively innovates and collaborates with like-minded and driven organisations to support and add value across all its activities, with a particular focus on facilitation and delivery of measurable carbon reduction activity in the built environment
- Relentlessly focuses on understanding the needs of, and adding value to our customers, whether individual householders or multinational blue-chip companies

We are committed to delivering positive impact for all our partners, collaborators and stakeholders, and aim to meet the highest standards of social and environmental performance, transparency and accountability.



Duties and Details

What will you be required to do?

Specific duties of this role include:

- Support the design of and co-ordinate all external marketing activity for the company, including liaising and collaborating with appointed external marketing agencies as appropriate – with a particular focus on digital and social media channels. Our key audiences include householders, the energy and housing/construction sectors, installers of energy technologies, the public sector (local and central government) and investor markets.
- Undertaking ongoing relevant market research and analysis, including competitor analysis, product and technology developments / innovations, regulatory and statutory requirements
- Advising the directors of the company in general on marketing approach, strategy, best practice, outcomes and other related considerations, with a constant eye on improvement to meet the needs of the business
- Responsibility for delivery of key marketing outcomes and household engagement targets, and therefore the monitoring and performance measurement of all marketing activity, including regular reporting to the team and the company board.,
- Engaging and collaborating closely with the software development and research functions of the business to integrate marketing outputs and outcomes into general business operations
- Management of all related market research outputs, findings and data in close collaboration with the software development team
- Play a lead role in our interactions with collaborators, partners and stakeholders, ensuring consistency and quality of communication and related marketing output released by them
- Identifying new opportunities, leading the creation of relevant funding and project proposals to third parties
- Anything else that we need you to do – we are a small team and everyone contributes across the business when required to do so



Candidate Characteristics

What kind of person are we looking for?

We are looking for genuine creativity, real enthusiasm and total professionalism in any candidate. You will be given key responsibilities requiring significant amounts of independent working – so we don't want someone who crumbles under pressure! We are a small, diverse and growing team and you'll need to fit very quickly into it – and to do that you must also share our values as a business. You also need to:

- Be confident in conversing and engaging at multiple different levels with a range of different stakeholders, partners, collaborators and the general public
- Have great attention to detail – standards of written and presentational outputs must be nothing less than exemplary
- Be willing to fail, learn quickly and then improve even faster
- Be very capable when using Microsoft products and all that that entails
- Be passionate – and optimistic – about finding solutions to dealing with climate change. Your glass must be half full.

What about work experience and qualifications?

You need to be able to demonstrate relevant experience of working in a professional environment in a marketing capacity, and ideally this should relate to the climate, environment and/or built environment sectors. If you don't have climate related work experience, you will need to demonstrate a proven interest and understanding of the issues, challenges and opportunities climate change presents – particularly for homeowners – in your application and at interview.

We're resisting requiring a minimum number of years' experience from candidates – or being specific about 'minimum' level of qualifications. The latter in particular isn't always a great indicator of on-the-job competence and capability!

We are digitally led company so make sure you're able to demonstrate excellent working knowledge and experience of digital marketing, and proven specialisms in this area will be a significant plus. Whilst not essential, a good understanding of the practical process of software development would also be beneficial.

If we invite you to interview, we will ask to see examples of work and campaigns you have been involved with and expect you to be able to clearly articulate your role within them.



Diversity, Equity and Inclusion

We are committed to creating a diverse, equitable and inclusive workplace. We believe that diversity is a strength and that everyone should be treated with respect and dignity, regardless of their background, beliefs, or opinions.

- Diversity: We are committed to building a diverse workforce that reflects the communities we serve. We believe that diversity brings different perspectives, experiences and ideas that help us to better understand and meet the needs of our clients.
- Equity: We are committed to providing equal opportunities for all employees, regardless of their race, gender, religion, sexual orientation, or any other characteristic protected by law. We believe that everyone should have an equal chance to succeed and reach their full potential.
- Inclusion: We are committed to creating an inclusive workplace where everyone feels valued, respected and supported. We believe that everyone should be able to bring their whole selves to work and feel comfortable being who they are.

We encourage applications from candidates of all backgrounds and identities. We are committed to creating a workplace that is free from discrimination, harassment, and retaliation. We believe that everyone has the right to work in an environment that is safe, respectful and inclusive.



Yes, I'm interested...

Great. Please send us a pdf copy of your C.V. - which should be no more than 2 sides of A4 - and a one page covering letter explaining why you would be an excellent candidate for this role, to:

recruitment@thermly.co.uk

The deadline for applications is **17:00 on 1st March 2024**. Please note we will not accept applications from recruitment agencies.

Please mark your email subject as 'Marketing Specialist Application'. We endeavour to respond to every genuine application received by the deadline, whether we're interested in taking things to the next stage or not.

Please note if we think you might fit well into our growing team, we are planning to undertake interviews in the week commencing 11th March 2024.

Good luck with your application - we're looking forward to hearing from you.

