

Role Description

Company	Sycous Limited	Team	Sales & Marketing
Job Title	Internal Marketing	Mentor	Commercial Director
Start Date	ASAP	Role Type	Full Time/Permanent
Role Purpose			
<p>Sycous launched into the district and communal energy market in 2014 with a radical new approach to data management, hardware utilisation and business processes used on heat networks in the UK. Since then we have grown to become one of the dominant suppliers of hardware and services within the industry, and completely changed the dialogue within the industry to be focused on sustainability, consumer benefit and transparency. We are now looking for a new team member to ensure that we continue to effectively deliver our message to clients, consumers and collaborators as we continue to blaze a trail in the UK, Sweden and UAE.</p> <p>We are looking for a person with a passion for communicating technical information in an understandable way, and with a strong sense of social justice to ensure we continue to advocate on behalf of our consumers. We are looking for someone with the confidence and energy to not just deliver against provided objectives, but to question and challenge within the team at all levels to ensure we keep the vibrant spirit that launched Sycous as we scale.</p> <p>The role will involve creating and adapting resources across a variety of mediums, from digital assets, to documents. It will suit an individual who has a desire and skill for crafting elegant and creative approaches to communication that cover one or many of these mediums at once.</p> <p>The new team member will work closely with the company directors to help define and implement communication objectives. They will also be supported by the marketing consultant currently supporting the company, who has a deep understanding of the Sycous product range and impact, and a wealth of experience in communication and design.</p> <p>The role will be based out of the Sycous Leeds office with the occasional requirement to travel nationwide to attend and support at client meetings.</p> <p>For further information on Sycous and our product range of metering and data collection solutions, please visit www.sycous.com</p>			
Responsibilities			



- Understanding our full range of products and services and how these benefit our clients and consumers
- Jointly planning and developing strategy for medium- and long-term objectives
- Production and editing of digital and physical marketing assets to suit objectives
- Developing creative and efficient ways of communicating our message within the industry
- Supporting the sales team in production of bespoke work for key target clients
- Ensuring the company website is always up to date and embodying the relevant messages we are wanting to communicate
- Devising and undertaking programs for routinely engaging with our consumers
- Guarding and communicating the spirit of transparency, innovation and positivity of the business as a whole
- Ensuring messages are culturally sensitive for international understanding and acceptance
- Supporting new product and service innovation by understanding the target audience
- Supporting communication internally with a team spread across the UK
- Helping to create internal and external events

Reporting office: Leeds

Based: Leeds, travel may be required for training or other engagement tasks in some circumstances with potential overnight stays.

Competencies

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| <ul style="list-style-type: none"> • Ability to grasp and communicate technical information to various levels of understanding • A passion for engaging with people • Ability to communicate and discuss opinions and experience effectively and collaboratively • Some experience in project management • Experience in web development • Confidence to express ideas as part of the team • Experience in developing resources that effectively communicate information • Keen sense of social justice and desire to contribute to positive industry change • Interest in technology | <p><i>Desirable</i></p> <ul style="list-style-type: none"> • Experience in social media planning and use • Experience in dealing with suppliers • Experience in setting and delivering against objectives • Experience in cost effective delivery of communication messages |
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Future Progression

The role will progress towards full control of a dedicate marketing budget, and will have the option for growth in responsibilities and management as the company expands and grows in size.

Remuneration

£XXk per annum, 37.5 hours per week. Pension.

