

About i4pd:

i4pd is an employee owned product design and development consultancy. The firm is an established brand in Scotland with an excellent reputation for giving small and large businesses alike the competitive edge by bringing new or improved products to market. The company employs creative designers and experienced engineers who operate out of i4pd's studio on the south side of Edinburgh. The team work collaboratively with clients to augmenting their internal capabilities and availability. Specifically, the company supports its clients to add functionality, reduce the cost, increase visual appeal, enhance usability, and keep pace with the IoT revolution.

Job Title:

Digital Marketing Manager (Part-time or Full-time position)

Role:

This is a marketing manager position with a focus on digital transformation, to build on the awareness and reputation of the established i4 Product Design brand through new and improved channels. You will be a key addition to the Marketing function within the company as it looks to cement its reputation within core areas of expertise and expand its revenue in relatively new areas of its business and growing geographies (e.g. East Coast USA).

Overall Responsibility:

Development of marketing channels, output and other means of promotion of the i4pd brand to generate in-bound enquiries.

Audiences/Customers:

i4pd's clients are a mix of both SME and multinational companies with a focus on selling to the design and development teams within businesses that already manufacture and sell high value/margin hardware devices (typically B2B).

Current Channels:

- i4pd Website
- Company LinkedIn and the various team's profiles
- LinkedIn Advertising
- Webinars
- Sponsorship/Partnership with CONVERGE
- Membership of Technology Scotland
- Cold calls and emails (including InMail)
- New bulletins to a mailing list

Key Areas of Responsibility:

- Develop and deliver upon the marketing strategy for the company.
- Manage the company's marketing budget.
- Conceive and manage online marketing campaigns (both paid and unpaid).
- Manage and improve promotional and lead generation based campaigns.
- Monitor and report on effectiveness of online (performance) marketing communications.
- Responsibility for refining and maintaining brand and corporate identity (all engagement touchpoints).
- Create and publish (with support) all digital marketing material in line with marketing plans, brand language and company values which includes blogging and vlogging.
- Create (with support) a wide range of multi-sector and specialist marketing materials (including pitch decks and client video testimonials).
- Work closely with our external web design resource and other suppliers (e.g. photographers and videographers) to update and improve the website with additional functionality.
- Maintain effective internal communications to ensure that all relevant company personnel are kept informed of marketing objectives.
- Analyse potential strategic partner relationships and association memberships/sponsorships for company for enhanced/collaborative marketing opportunities.
- Identify speaker and editorial opportunities.