



## Job Details

Job Title: Marketing & Communications Manager

Contract: Flexible - full time or part time

Compensation: £27,500/year

Location: UK (WFH)

Website: [www.sntech.co.uk](http://www.sntech.co.uk)

To apply, send CV and cover letter to: [enquiries@sntech.co.uk](mailto:enquiries@sntech.co.uk)

## Background

*SafetyNet Technologies (SNTech)* designs and builds Precision Fishing technology (including underwater video cameras, selective fishing lights and net mounted sensors) to increase the selectivity of commercial fishing operations, contributing to a more sustainable fishing industry. We are at a stage where we're transitioning from a research focused company with successful scientific trials to a more commercially focused one so we can start replicating the successes in industry and make a bigger impact! We are looking for a proactive and creative Marketing & Communications Manager with proven experience at creating and implementing strategies that lead to growth in sales.

## Responsibilities

SafetyNet Technologies is seeking a Marketing & Communications Manager to design and execute a long-term comms output strategy that raises the company's profile and builds trust amongst target customers and influencers within the commercial fishing sector. The role will involve working collaboratively with team members from across the business to create and deliver engaging content across a variety of digital and physical media channels.

- Leading the development and implementation of effective communications and marketing strategies
- Writing compelling stories for newsletters, press releases, articles for industry press, marketing emails, website content and social media
- Growing the SNT subscriber base with new email marketing funnel for conversions and ongoing communications
- Organising printed and digital advertising campaigns in key trade publications
- Coordinating the weekly, monthly and annual delivery of multiple communication and marketing campaigns across multiple channels



- Managing the Communications Officer and supporting when necessary with the scheduling of posts across various social media channels
- Creating eye-catching adverts and images using Canva
- Reporting on performance using analytical tools such as Google Analytics and Sendible to measure the success of campaigns against KPIs
- Building positive working relationships with key trade press, individual fishermen and external partners
- Optimising the website using WordPress to make regular improvements to the design, layout and copy
- Developing a consistent and recognisable company brand and ensuring that brand guidelines are followed

## **About You / Qualifications**

- You want to work with an award winning conservation technology company that is making a difference in the oceans.
- You want to work with a similarly smart, generous and diverse group of people that put engineering, design, science, business and innovation together to solve conservation challenges.
- You have experience of producing digital and physical content and managing it across a range of media channels.
- You are well-organised, highly articulate and have strong attention to detail.
- You enjoy working with different stakeholders within an organisation to produce different types of digital and physical content and manage its delivery.
- Experience with Hubspot, Wordpress, Google Analytics and Sendable preferred
- Bonus: You have experience producing ocean-based and/or industry-facing content

## **In summary:**

- Exciting startup atmosphere
- 25 days holiday plus bank holidays
- Health insurance plans
- Flexible working options (both location and times)
- Opportunities for travel
- The chance to make BIG social and environmental impact