



Marketing Director

Contract: Permanent, full time, 37.5 hours per week

Application deadline: Rolling

Start date: Immediate

Location: Hybrid, working from the London office 2 days minimum a week

Salary: Dependent on experience

The company

OCEANIUM is a leader in the emerging seaweed industry with offices in London and Oban, Scotland. We develop and make innovative food, health and material ingredients from sustainably sourced seaweed using green biorefinery technology, and sell these high-quality ingredients B2B to mission-aligned brands.

The role

OCEANIUM is recruiting an enthusiastic, committed and experienced Marketing Director with creative and organisational skills, and strong B2B marketing acumen to enable commercialisation of our innovative seaweed-based ingredients. You will join a fast moving, innovative business, have immediate and tangible impact, and make valuable contributions to achieve OCEANIUM's mission to make seaweed ingredients for people health and ocean health.

Reporting to the Managing Director, the Marketing Director will have full oversight of all marketing activities and be expected to take on some sales responsibilities in the early stages of the role. There may also be other ad hoc responsibilities initially, so you should be flexible and curious to learn on the job! This is a fantastic opportunity to join at an exciting point in the company's journey, providing excellent development potential and a chance to be integral to OCEANIUM's future.

Responsibilities

- Oversee the expansion of product marketing activities with a focus on US and European markets to target food and health customers:
 - Work closely with the Business Development Directors in partner/customer facing contact as we prepare to launch products providing support with marketing materials, market analysis and research.
- Serve as a subject-matter expert, represent organisation in press, at trade conferences and events.
- Oversee ingredient co-branding strategy and implementation with B2B partners.

- Corporate marketing activities which drive science-based messaging in industry.
- Work closely with R&D team to ensure science-led marketing messaging and profiling of clinical and health trial data.
- Control budgets and allocate resources amongst projects.
- Support Comms and Marketing Manager, providing advice on strategic comms and our comms channels, implementation of comprehensive marketing comms and PR plan.
- Support growth and development of Marketing and Corporate Affairs functions.
- Develop new project proposals with external agencies and commercial partners to develop branded or co-branded assets such as marketing promotions, videos, presentations or event collateral.
- *Short term responsibilities may include, but are not limited to, supporting on sales activities, advocacy, special projects and impact.*

Skills

Essential

- Proven B2B marketing experience preferably having experience as a Marketing Director
- Demonstrable experience of leading marketing campaigns which drive revenue generation.
- Proven experience leading and managing delivery of projects and reporting to key internal/external stakeholders.
- Experience in co-branding, product and corporate marketing.
- Up to date with marketing techniques and best practices.
- Excellent report writing, communication, interviewing and presentation skills.
- Excellent IT skills including familiarity with Office 365.

Desirable

- Professional chartered marketer (CIM).
- Experience in ingredients and/or impact focused business would be helpful.

About You

- A self-starter and a hard-working individual who is excited by the prospect of working in a fast-paced, impact-led start-up environment with a passionate team!
- Strong leadership skills with an ability to communicate ideas and problem solve effectively with colleagues to ensure delivery of KPIs and objectives.
- A flexible and agile approach, willingness to get stuck in and comfortable operating in a fast-developing company; responsive and adaptable to changing requirements and priorities.

- A strong sense of creativity to aid the marketing process.
- Ability to express and synthesise complex, technical concepts for different B2B audiences.
- Evidence driven and honest – not afraid to speak out when the data doesn't support the consensus.
- Strong time management and organisation skills.
- Customer-centric and commercially minded.
- A strategic understanding of, and commitment to, driving efficient processes.
- A keen eye for attention to detail.

Next Steps

If you feel that you have the right blend of capabilities and experience as well as the ability to make a significant contribution to OCEANIUM, we would like to hear from you. Please send a cover letter, current CV, salary requirements and availability to oceaniumpeople@oceanium.co.uk. Applications without a cover letter will not be considered.

At OCEANIUM, we recognise the value of a diverse team and we are committed to and encourage applications from people with varied experiences, perspectives, and backgrounds.

Reasonable adjustments are available to support candidates through the application and interview process. Please note all offers of employment are subject to continuous eligibility to work in the UK and satisfactory pre-employment security screening which includes a DBS Check.

The logo for 'Kelp The World' is displayed in a teal, stylized font. The word 'Kelp' is on the top line, 'The' is on the second line, and 'World' is on the third line. A registered trademark symbol (®) is located to the upper right of the word 'World'.