



Marketing Campaigns Specialist

ProPhotonix Limited, Little Island, Cork, Ireland

The Company:

ProPhotonix is an expert designer and manufacturer of laser and LED systems for OEMs (Original Equipment Manufacturers) across a wide range of applications including machine vision, UV curing, medical equipment, and security applications.

Established in 1951, ProPhotonix is headquartered in Salem, New Hampshire, USA, and has ISO-certified production facilities in Cork, Ireland, and Essex, U.K. At our Cork facility, we design and manufacture LED lighting for a diverse range of applications. At our UK facility, we design and manufacture diode laser modules and systems for applications including inspection, sorting, patient alignment, and industrial. We are an SME looking to grow market share in our key markets.

The Role:

Working at ProPhotonix, you will influence a wide variety of B2B marketing activities in a challenging, technical environment. You will work cross-functionally to develop content for marketing campaigns, coordinate product launches, and prepare for events. You will contribute in areas of digital marketing, social media marketing, and content marketing in addition to other areas.

The Marketing Campaign Specialist will be responsible for supporting the Marketing Manager across all elements of marketing, driving product and content marketing campaigns. In addition, the Marketing Campaign Specialist will administer the Company's CRM system (Salesforce) and provide support to users.

Marketing Campaign Responsibilities:

- Working with the Marketing Manager to carry out market research, competitor analysis, and develop campaign plans.
- Coordinate all campaign activities, working cross-functionally to ensure all activities are delivered on time.
- Working with subject matter experts to develop relevant content, managing timelines and ensuring the impact of content is maximized.
- Drafting web content and blog posts and maintaining social media including drafting and scheduling regular blog & social media posts.
- Working with the Graphic Designer to maintain company collateral.
- Designing and implementing email marketing campaigns using a marketing automation system
- Ensure accurate measurement and reporting on campaigns



- Management of the Company's Salesforce instance ensuring adherence to processes, providing training and reporting.

Requirements:

- Degree in Marketing, Business or related discipline
- 3-5 years experience in B2B marketing preferably working with technical products.
- Demonstrable experience in coordinating marketing campaigns.
- Experience with CRM and marketing automation platforms (Salesforce and Pardot experience would be a distinct advantage)
- Experience writing content - blog posts, case studies etc
- Experience with content management systems and Google Analytics
- Ability to work autonomously
- Highly organized with excellent attention to detail & accuracy and excellent English writing skills

Apply with cover letter and C.V. to marketing@prophotonix.com.