



JOB DESCRIPTION & COMPETENCIES

EMPLOYEE NAME	
POSITION DESCRIPTION	Marketing Manager
OPERATIONAL AREA	Commercial

KEY RESPONSIBILITIES

Founded in 2013, Indra Renewable Technologies is a fast-growing electric vehicle and smart energy technology company developing innovative charging and energy storage solutions. Indra operates across two highly innovative and fast-moving industries; electric vehicles ('on vehicle' technology) and smart energy ('off vehicle technology'); developing and manufacturing smart energy products, including an electric vehicle Smart Charger, a Vehicle to Grid (V2G) charger and vehicle battery systems. We see an opportunity for Indra to play a significant role in supporting EV OEMs, energy retailers and electricity grids in the transition to decarbonising transport and homes in the UK and beyond.

Reporting to the Chief Commercial Officer, the Marketing Manager will be responsible for managing all of INDRA marketing initiatives. Managing a small team this is a role that is at the centre of driving the INDRA strategy to quickly grow market share in a fast-growing and dynamic category. You will be briefing and using primary market research and analysis to direct marketing strategy, and devise marketing communication priorities. Appointing and managing various agencies (marketing, PR, event) and overseeing the planning and production of all marketing communication materials, marketing campaigns, exhibition programmes and ensuring effective measurement of all activity are all key components in this exciting role which promises to be central to the companies exciting future.

Responsibilities:

- Establish marketing communication goals to support the wider business goals.
- Lead marketing messaging for current products and continually evolve the customer proposition in line with the wider development of the company's products and services to create a marketing plan that has in pact and cuts through.



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- Work closely with sales, aftersales and product marketing to ensure that all channels and campaigns are performing and relevant in a developing market and diverse customer mix.
- Approve and oversee the creative development of promotional materials, website content, advertisements, and other marketing-related projects.
- Lead marketing messaging for current products and continually evolve the customer proposition in line with the wider development of the company's products and services to create a marketing plan that has in fact and cuts through.
- Commission media as needed, manages communication agencies, exhibition calendar and delivery and other services to help marketing projects come to fruition.
- Adjust marketing campaigns and strategies as needed in response to collected data and other feedback
- Be the internal champion for the company's marketing activity and offer regular reports / updates at all levels in the business.
- Track all marketing and sales data and creates detailed written reports and verbal presentations to keep stakeholders updated and engaged
- Work within a start up culture across all functions to ensure the development of cost effective marketing plans supports the introduction of each new product/service.
- Interview, hire, coach and manages marketing team members



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KEY COMPETENCIES

GENERAL

COMPETENCY BAND

4

ROLE SPECIFIC COMPETENCIES

Technical Understanding of Marketing Strategy, Digital Marketing, Media Channels, Customer relationships, Creative process, Research,

- Budgeting • Excellent communication skills, both oral and written
- Ability to translate technical information into customer messages.
- Excellent networking and stakeholder management skills
- Good leadership & teamwork skills • Strong attention to detail
- Good organisation and planning skills, and ability to work independently and often entrepreneurially with multiple projects.
- Creativity and writing skills
- Commercial awareness
- IT Literate

Desirable Skills / Experience:

- Experience working in the either Energy Services / Renewables / Green Technology / Automotive EV
- Experience working in a B2B, Trade marketing, B2B2C

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