

Competitive Salary + Benefits Package

An exciting opportunity has arisen, for an experienced marketing professional to join the team at the Baltic Exchange; the iconic London based organisation at the heart of the Maritime industry where maritime data is at the core of everything we do.

As part of the next phase of its growth and development, the Baltic Exchange is improving services to its existing members and introducing new service offerings to extend its reach in the market.

Reporting to the Chief Commercial Officer and working closely with our London and overseas based teams, the successful applicant will be charged with developing and implementing a marketing strategy to promote and raise market awareness of the range of services to potential members and users of the Baltic data.

The marketing strategy will need to adopt a multi-channel approach using campaigns which will include online, digital, social media, literature and industry events to reach new markets.

Through research, data analysis and leveraging the potential of our CRM system, the postholder will identify and define key audiences and use the information to ensure the Baltic's media streams remain fresh with targeted, industry relevant content and develop a suite of promotional material.

The successful candidate will need to demonstrate a breadth of marketing expertise with relevant and appropriate hands on experience to enable successful delivery. The post holder must also be a confident communicator with excellent interpersonal skills, able to act as an ambassador for the Baltic Exchange.

Applications would therefore be welcome from candidates who have the following;

- A good broad knowledge of marketing having worked in varied marketing roles which will have required you to manage simultaneous projects.
- A proven track record in deploying a range of tools and techniques including digital and social media, CRM and website management.
- Strong communication and written skills with an attention to detail with excellent English language.
- A confident user of the Microsoft Office suite and key Marketing software tools.
- Comfortable working independently or as part of a team.

Interested candidates, are invited to send a CV and covering letter to Sharon O'Ryan at hr@balticexchange.com before 22nd May 2019.