



Marketing Executive

Fijowave is a Dublin-based company that specialises in Internet of Things (IoT) security solutions. Our core product, Fijoport, allows our clients access and manage remote IP-based equipment regardless of location and in total security.

Fijowave has a number of blue chip customers in the telecommunications sector and it now intends to broaden its customer base by winning new clients outside this vertical, while consolidating its position within the telco arena.

Fijowave wishes to appoint a Marketing Executive to produce ambitious marketing plans, which identify the key opportunity areas where Fijowave needs to focus, in order to establish itself outside of the telecommunications industry.

The successful candidate will collaborate with the management team to formulate corporate messaging and communications strategies in order to gain maximum traction in other sectors. The successful candidate will also develop and oversee marketing campaigns and take responsibility for the company's website and social media to gain maximum exposure for the company and its products.

The ideal candidate will have experience of working in the technology industry; it would be particularly appropriate if he/she had worked in a growing organisation that was establishing itself in a niche technology sector.

The starting salary is negotiable and the role may be a part-time one if that suited the mutual requirements of Fijowave and the appointee. Fijowave is located in Citywest Business Park but the Marketing Executive's work location would be agreed based on the best possible arrangement for Fijowave and the appointee. There may be some travel involved in the role and the research necessary to draw up a marketing plan could entail spending time in the *Enterprise Ireland Customer Research* facility

Key responsibilities

The Marketing Executive will be responsible for the following: -

- overseeing and developing marketing campaigns
- conducting research and analysing data to identify and define audiences
- devising and presenting ideas and strategies
- promotional activities
- compiling and distributing financial and statistical information
- writing and proofreading creative copy
- maintaining websites and looking at data analytics

- organising events and product exhibitions
- updating databases and using a customer relationship management (CRM) system
- coordinating internal marketing and an organisation's culture
- monitoring performance
- managing campaigns on social media.

Key skills for marketing executives

- Good teamwork skills
- Communication skills and networking ability
- Adaptability
- Strong attention to detail
- Good organisation and planning skills
- Creativity and writing skills
- Commercial awareness
- Numerical skills
- IT skills
- This role may be a part-time one
- Our preference is for an experienced marketing professional

Applications to: -

All applications should be made to Fijowave CEO michael.okeeffe@fijowave.com