

## Marketing Manager

**Position Type:** Full-time

**Start Date:** July/August 2019

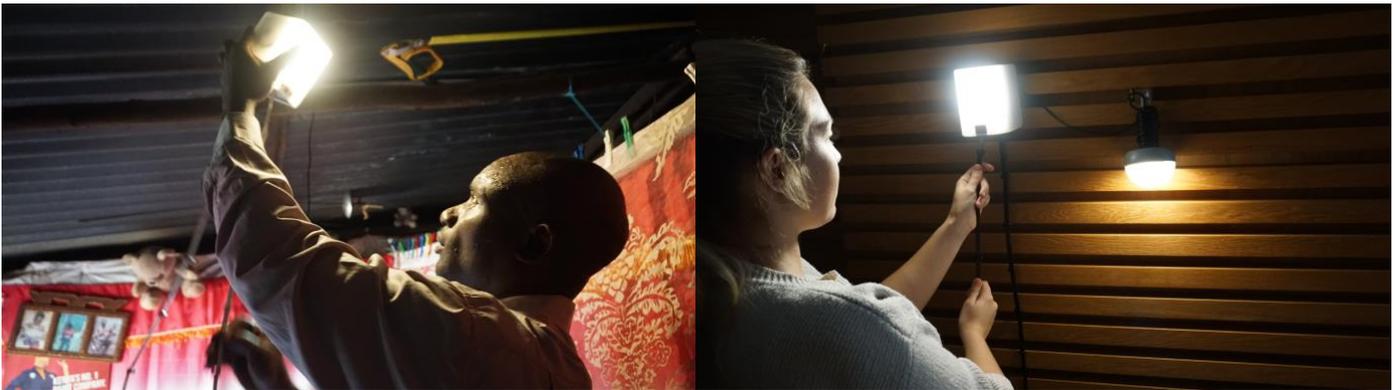
### About Us

Deciwatt design portable renewable energy products that provide instant access to light and power. Unlike competing solutions, our products are self-contained sources of energy that do not rely on sunlight or mains electricity.

Our first product 'GravityLight' inspired millions by creating electric light from the lift of a weight. GravityLight was named as one of TIME magazine's best inventions of 2013 and Deciwatt was recognised as one of the 'Most Innovative Companies in the World' by Fast Company magazine.

Our new solution '**nowlight**' creates both light and power from the pull of a cord. By leveraging uniquely efficient bio-mechanics and the latest battery technology, just one minute of pulling creates up to two hours of light!

For more information about **nowlight**, have a look at the successful [crowdfunding campaign](#) we ran in 2018, watch this [video](#) that we made for potential investors and read the [product page](#) on our website.



Over the last two years we've taken **nowlight** from concept, to prototype, to finished product. We have just begun mass production of **nowlight** and are gearing up for an international launch in Q3 of 2019, with four target markets:

#### Emergency Preparedness

There are hundreds of millions of people who are vulnerable to power cuts or displacement from their homes due to extreme weather and natural disasters. For these users **nowlight** can provide a portable, independent and ever-ready source of light and power.

#### Leisure

From camping and hiking, to music festivals and overlanding. From finding tools in the shed to brightening up a beach hut. **nowlight** is perfect for off-grid adventures and providing light and power anywhere that an electrical grid doesn't reach.

#### Off-grid Households

There are one billion people in the world who have no access to electricity. Up to one billion more only have access to an unreliable supply. **nowlight** can provide these people with clean reliable and affordable power. Unlike competing solar products, **nowlight** has no reliance on sunlight.

## Humanitarian Aid and Relief

Almost 90% of the refugees living in managed camps have no access to electricity. Working with international aid agencies we can use **nowlight** to provide refugee households with light and power. Last year we worked with the Red Cross to trial nowlight in refugee settlements in Rwanda and Uganda.

## About the Role

The Marketing Manager position presents a unique opportunity to build and develop a brand for an innovative product that also has a social purpose.

As Deciwatt is a small start-up, this role is broad and dynamic. Your responsibilities will eventually span marketing and PR across all four of our markets. Given the different demographics and stakeholders in each market, this will involve creating and implementing tailored marketing plans across multiple channels and touch points.

In the short-term you will focus on implementing our go-to-market strategy in the Leisure and Emergency Preparedness markets. This will involve direct to consumer marketing, as well as collaborating with distributors and retailers.

Over the long-term the Marketing Manager will work across all four markets, with the opportunity to build and manage a marketing team for the business.

These are the roles and responsibilities that you will take on:

### Marketing & PR Strategy & Implementation

- Build tailored marketing and PR plans for product launch, and campaigns to scale thereafter
- Content creation across the website and social channels
- Using analytics to assess and refine strategy
- Build our 'community', including relationships with key influencers and the press to drive organic content, awareness and sales

### Building Consumer, Customer and Market Understanding

- Continuously gather feedback from our customers about their experience of our products, including gathering feedback from international trials
- Follow market trends and analyse the competitor landscape
- Analyse findings and make recommendations for our future product development, sales and marketing strategies
- Using customer insights to contribute to grant applications and funding strategy

## Brand Development

Take our existing brand and develop a coherent brand strategy at both company and product level, particularly in Year 1 as we refine our go-to-market approach for **nowlight**.

## Collaborations and Partnerships

Lead development of mutually beneficial campaigns with new and existing partners such as distributors, ambassadors and licensees.

## Budget Management

Manage the marketing budget, including ROI analysis, reporting on spend and making strategy recommendations.

## About You

The ideal candidate for this role would have:

- At least 5 years relevant work experience including building and implementing strategic marketing plans from scratch
- Experience of marketing consumer electronics, emergency preparedness or outdoor leisure products
- Launched a physical product into new markets
- Experience collaborating with third-party distributors to design and implement marketing plans and materials
- A high level of confidence working across all social media channels, including creating content and using analytics tools
- A track record of producing outstanding results on a limited budget
- Experience in an early stage organisation, at start-up/growth stage
- A highly pro-active and self-motivated attitude to work
- Some hands-on graphic design, video editing and/or web design skills (coding not required) as although we have budget to hire specialist support, we expect the Marketing Manager to create some content themselves
- Right to work in the UK and fluent English (spoken and written) is essential

## Benefits

- £45,000 - £50,000 depending on experience.
- Up to 3% contribution to your pension
- 20 days holiday per year plus 5 days off between Christmas and New Year
- 1 extra day of holiday after each full year of employment, up to a maximum of 25 days
- Great offices in the West End shared with other start-ups and a leading product design agency

## To Apply

Send your application to Chris Skilton via [recruitment@deciwatt.global](mailto:recruitment@deciwatt.global) with the subject line “[Your Name] / Marketing Manager Application” and:

- Write a covering letter telling us about yourself and why you want this role
- Tell us about your greatest marketing success
- Attach your CV and/or link us to a LinkedIn profile or online portfolio

The closing date for applications is midnight on **Sunday June 30<sup>th</sup>**, although we will be conducting interviews on a rolling basis.

Please note that due to the volume of applications we receive for open positions, we will only respond to applicants who are invited to interview.