



Job Description: Marketing Assistant

CML Vision – The first-choice semiconductor partner to technology innovators, together transforming how the world communicates.

CML Values – Trust, Respect, Commitment and Creativity.

CML Guiding Principles – Strong business ethics; culture of quality with a sense of urgency; live and breathe the customer experience; a passion for excellence; inspire our people to innovate.

Position Summary

CML Micro is a leading provider of innovative semiconductor solutions for the wireless communication industry. With a rich history spanning over five decades, CML Micro has consistently delivered cutting-edge technology that empowers global communication networks.

Recent acquisitions mean CML Micro is equipped with new capabilities and resources to grow its presence in high potential markets and increase platform content with a broader and deeper product portfolio.

We are therefore looking to hire a **Marketing Assistant** to support the marketing function in its aims of supporting the business's ambitious growth journey.

As the **Marketing Assistant** at CML Micro, you will play a key role in helping to project the company's products and capabilities to the world, as well as support the day to day running of the Marketing department.

This role will have a primary focus on digital marketing, as CML Micro looks to enhance its brand awareness, its reach with customers and storytelling. You will have access to global marketing activities across multiple technologies and markets within a growing company, with a rich heritage in the communications industry.

Reports to: Head of Marketing Communications

Essential Functions / Key Focus Areas

Campaigns

- Support and help drive promotion campaigns for products and capabilities across all channels.

Social Media

- Manage company social media accounts and explore and devise tactics to build traffic and help develop our online identity.

Exhibitions

- Provide support in the organisation of industry trade shows and exhibitions.

Email

- Support with executing email campaigns using Mailchimp, ensuring high-quality content and optimal delivery to our target audience.
- Manage email lists and regularly keep them up to date.

This job description is not exhaustive and is subject to change from time to time to meet the needs of the business

News & Media

- Supporting the overall news & blog strategy, helping to drive content generation for use on company website.

Website & Digital Platforms

- Maintain and update the Company website as required and provide analysis of traffic and user behaviours.

Internal Communications

- Help to manage internal communications within the Company, coordinating updates and news with internal stakeholders.

Lead Generation

- Help drive, monitor and report lead generation through various marketing tactics and channels.

Qualifications and Experience

- Bachelor's degree in marketing, business, or related field preferred
- Strong written and verbal communication skills
- Attention to detail
- Strong organisational and time management skills
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint)
- Proficiency with illustration tools such as Photoshop preferred

Benefits

- A rewarding role in an enthusiastic team with ample opportunities to learn and develop
- Opportunities for training and personal development
- Competitive Salary
- Private Health care
- Salary Sacrifice Pension Scheme
- Death in service (4 times basic salary)
- Attractive office locations, with on-site parking
- Hybrid working (at management discretion)
- 25 days holiday per annum, plus bank holidays

- **Critical Competencies for Success**
- *Constructive Team Leader* – Leads by example and makes those around them better. Attributes include being inclusive, hands-on, strategic, articulate, energetic, accountable, decisive, and hard working. A positive motivator who encourages and persuades, and an excellent team builder who knows how to attract talent, remove obstacles without alienating others, train, manage, reward, recognise, and retain a world class team.
- *Excellent Communication Skills* – Maintains an open flow of two-way communication, exhibiting strong verbal, written and presentation skills, stating expectations clearly and being visible to all stakeholders. Exhibits executive presence in front of both internal and external audiences. Being a good listener is a critical success factor.
- *Impeccable Integrity* – Embodies and practices unquestioned personal and business integrity. Creates an environment of trust and respect by acting with fairness and consistency, keeping commitments, and providing rationale for decisions.
- *Team Player with Maturity* – A results-oriented individual who, at the same time, is the consummate team player who can effectively negotiate with others to achieve win-win outcomes. They will be well respected by senior management, peers, and subordinates, and will be secure in their technical and managerial abilities.
- *Open Minded* – A resilient and committed executive with a passion for excellence; a flexible and open operating style; non-political and non-bureaucratic; someone with a natural and effective consultative approach who will gain the trust and respect of individuals at all levels.
- *Customer Focused* – Live and breathe the customer experience by encouraging a culture dedicated to enhancing customer satisfaction and building strong customer relationships.