



Filisia Interfaces
461 – 463 Hackney Rd,
E2 9DY, London
hello@filisia-
interfaces.com

Marketing Executive

About Us

Filisia Interfaces is an award winning London based company of designers and engineers. Our vision is to enable people of all abilities and ages to learn, play and express themselves. Our first product, Cosmo, is a connected device that uses interactive games, music and machine learning to support special education and occupational therapy. <https://vimeo.com/156258164>.

We are looking for an enthusiastic and pro-active individual to help our company launch its product in the market and grow.

The Person

The ideal candidate:

- Has experience promoting and marketing to non profit organisations.
- Has the skills to position the product in the market.
- Has the skills to build a network in the UK and Europe, and at a later stage world wide.
- Has an understanding of SEN and therapy sectors.

Description:

The role will primarily be responsible for managing marketing of the company, with some business development activity as well. This is likely to breakdown as 80% marketing and 20% business development.

Marketing and PR. As a marketing executive you will:

- Be responsible for generating engagement and demand for our product through all marketing channels.
- Be responsible for increasing brand awareness and brand perception within target audiences.

- Take responsibility for the creation and implementation of marketing strategies across all channels: website, social media (paid and organic activities), email marketing and PR.
- Oversee and evaluate market research and adjust marketing strategy to meet changing market and competitive conditions.
- Develop sourcing and production, including regular blogging.

Sales and Customer Relations. As a business developer, you will:

- Actively seek out new sales opportunities through direct marketing, networking and social media.
- Set up meetings with potential clients, assesses their needs and provides assistance and information on product features.
- Prepare and deliver appropriate presentations on products/ services.
- Establish and maintain relationships with industry influencers and key strategic partners.

Requirements:

- At least 3 years work experience in various marketing channels (i.e. email, social media, SEO, Google Analytics, Google Adwords)
- Demonstrate experience delivering effective ROI through well planned B2B communication strategies, digital marketing strategies, brand enhancing strategies and PR.
- Ability to think strategically in order to provide insights and recommendations for improvements across all marketing channels and campaigns.
- Working knowledge of customers, market dynamics and requirements within education, SEN and Therapy sector is preferred.
- Excellent communication (written and oral English) and interpersonal skills.

What We Offer:

- Your salary and benefits will depend on experience.
- 23 days annual leave.
- High degree of autonomy. You are a “do-er” and decision making will increasingly be devolved to you.
- Opportunity to work in the start up world with a fast paced environment.
- Take part of an organization that is dedicated to the creation of positive social impact.