

# Marketing Coordinator

Contract Type: 12-month fixed-term contract. Maternity cover.

Location: Remote

Do you want to join a team and play a vital role in enhancing Thetius's brand presence and engaging the maritime industry through strategic content marketing? Do you want to create and run campaigns and online events that help to support us in driving positive change?

*About Thetius?*

Thetius is a research firm that helps maritime industry leaders make strategic technology decisions. Our mission is to provide industry operators, technology suppliers and investors with the insight they need to make decisions quickly and confidently. Our vision is to become the research partner of choice for organisations using emerging technology to enable safer, more sustainable and more profitable maritime operations.

Values: what is important to us?

- Excellence - We aim to master our work
- Improvement - We seek to get better
- Curiosity - We ask how and why
- Dependability - We support each other to get the job done
- Impartiality - We seek the truth, even when it's uncomfortable

*About the role.*

We are seeking a dynamic and creative marketing coordinator to join our team at Thetius for a 12-month, fixed-term contract, to cover maternity leave. This role is pivotal in enhancing our brand presence and engaging the maritime industry through various strategic initiatives. In this role, you will develop and execute strategic content marketing plans, you will create and manage targeted email campaigns to nurture leads and maintain engagement with our audience.

Overseeing our social media channels to ensure consistent and engaging communication with our followers will be a key responsibility. You will also implement strategies to drive lead generation, ensure a steady flow of potential clients and subscribers, and grow our subscriber base through innovative and effective marketing tactics. If you are passionate about content marketing and have an interest in creating impactful campaigns, we would love to hear from you!

Key Responsibilities:

**Content Marketing:**

- Produce high-quality content extracts and timelines for thought leadership pieces on time as per the agreed statement of work for each campaign.
- Work closely with the research team to ensure content is insightful and industry-relevant.

**Email Marketing Campaigns:**

- Plan, design, and execute email marketing campaigns to promote Thetius's services and online and in-person events.
- Monitor campaign performance and make data-driven decisions to improve engagement and conversion rates based on the data results.

**Event Production:**

- Coordinate the end-to-end production of online marketing events and facilitation of webinars and support the development of physical events.
- Ensure all events are delivered to a high standard, reflecting the Thetius brand and meeting the individual event objectives.

**Marketing Materials Production:**

- Develop and produce a range of marketing materials to support the commercial team.
- Ensure consistency and alignment with the Thetius brand identity across all materials.

**Social Media Management:**

- Craft and implement a social media strategy to enhance engagement and increase our online presence.
- Schedule regular posts, proactively engage with our social media audience, and track performance metrics.

About you

- Strong background and demonstrable experience in a marketing role.
- Excellent written and verbal communication skills.
- Ability to work independently and collaboratively in a fast-paced environment.
- A strong work ethic, coupled with a genuine interest and eagerness to learn.

Why join us?

Our work places us at the centre of one of the most important transformations in the modern world. Our clients include FTSE 100 companies, energy majors, trade bodies, investors, and technology businesses. We are right at the beginning of our story as a company but we have an ambitious plan in place to grow fast and become a leader in our field, you will be an integral part of that journey.

What we can offer you:

At Thetius, we offer more than just a job. We provide a pathway to a fulfilling career. Enjoy a competitive salary for your location, coupled with the opportunity to share in our success through our profit share scheme. Join a supportive team that values curiosity, learning and development, where your professional development is actively encouraged. Benefit from a generous holiday allowance, ensuring you have time to recharge.



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How to apply:

If you are passionate about marketing and content creation and want to contribute to the growth of an innovative organisation, please submit your cover letter, CV outlining your relevant experience and a sample of a recent marketing campaign to [lauren@thetius.com](mailto:lauren@thetius.com). This could be academic, professional, published or private, but we are interested in seeing how you structure and communicate ideas.

Thetius is an equal opportunities employer and we encourage applications from all backgrounds to apply. Join Thetius and be a key player in shaping the future of maritime industry insights!