



What can we develop together?

1. ABOUT CRUX

Crux are world-leaders in the design, simulation and analysis of medical devices and consumer products; working as a trusted partner to many medical companies and household brand names, our projects touch lives by delivering a vast array of products to global markets.

2. MARKETING SPECIALIST

The Marketing Specialist plays a crucial role in the development and execution of marketing strategies to promote our services, drive brand awareness, and attract customers.

You will be responsible for planning and implementing marketing campaigns across various channels to support our business development activities and our wider company objectives. This role involves conducting market research, analysing market behaviour, and developing content and promotional materials.

3. PRINCIPAL RESPONSIBILITIES

Campaign Development & Execution:

- Create and implement marketing campaigns to promote products, services and events.
- Develop and distribute engaging content for social media, blogs, emails, and other digital channels.

Market Research & Analysis:

- Conduct market research to identify target audiences and opportunities for new campaigns.
- Analyse competitor strategies and provide insights for better positioning.
- Track marketing trends, customer preferences, and key industry data.

Content Creation & Management:

- Collaborate with team members to create effective marketing content.
- Oversee the production of marketing materials such as brochures, banners, email templates, and presentations.
- Write compelling copy for websites, blogs, social media posts, and email newsletters.

Data Tracking & Reporting:

- Monitor and analyse the performance of marketing campaigns using tools like Google Analytics, CRM systems, and social media platforms.
- Prepare detailed reports on campaign effectiveness, return on investment (ROI), and key performance indicators (KPIs).
- Use data to recommend improvements to marketing tactics and strategies.

Collaborative Efforts:

- Work closely with the sales team to align marketing initiatives with sales objectives.
- Collaborate with product development, public relations, and customer service teams to ensure consistent brand messaging.

Event Planning & Coordination:

- Plan and execute promotional events, trade shows, and webinars.
- Manage event logistics, marketing materials, and post-event follow-up.

4. WHAT WE'RE LOOKING FOR...

4.1 Essential:

- 3 or more years marketing experience in a similar B2B marketing role.
- Experience in formulating marketing strategy and compiling marketing plans as well as campaign execution.
- Strong writing and storytelling skills, with the ability to create engaging content across social media, blogs, white papers, thought pieces, CRM and email communications.
- Proficiency with digital marketing tools such as Google Analytics, SEO, SEM, and CRM systems.
- Good analytical skills with the ability to interpret and leverage data to make data-driven decisions.

- Excellent project management and organisational skills to manage multiple projects and deadlines.
- Strong verbal and written communication skills for cross-functional collaboration.

4.2 Desirable:

- Experience in a consultancy environment.
- Experience in the medical, pharma or health industries.

5. WHY YOU'LL LOVE WORKING HERE

We're a dynamic and fast-growing engineering consultancy that takes pride in its outstanding work and supportive work environment.

As a member of our team, you'll collaborate with a diverse group of skilled professionals who excel in their respective fields. Our strong community is built upon effective communication and happy employees, collaboration in project work and regular social events are the norm.

Check out what an opportunity at Crux offers you: [Life at Crux](#)

If you're interested in working on multidisciplinary design projects, tackling some of the toughest briefs in the medical and consumer goods sectors, then we want to hear from you!



Interested? Email your CV and covering letter to careers@cruxproductdesign.com and add 'Marketing Specialist' as the email subject.

For our privacy notice please see the following link: [Crux Privacy Policy](#)