



Marketing Specialist

Chordant transforms citizen and business communities globally with solutions and services built on shared real-time information. We are passionate about technology innovation and a standards-based approach that stimulates thriving global ecosystems. Chordant solutions address fundamental Smart City challenges by exposing and sharing related data across systems, organizations and geographical boundaries. We have created one of the largest Smart City deployments integrating hundreds of transport data sources into a transport data marketplace. Our Smart City solutions have also been recognized by leading analyst firms and organizations.

Role Summary:

An excellent opportunity is available for soon to be graduating or a recent graduate to join our marketing group. As Chordant grows, the marketing team handles both exciting and challenging task of positioning the company and promoting Chordant as a leading Smart City provider. This can be a full-time role or part-time (for soon-to-be-graduating candidates).

Essential Duties and Responsibilities:

In this role, you will work closely with our Head of Marketing and other colleagues to:

- Create content including product collaterals, news releases, marketing emails, websites, blog posts, and social media, ensuring timeliness and effectiveness
- Collaborate with internal and external marketing resources in marketing content delivery
- Coordinate key industry events presence and sponsorships
- Research and secure speaking opportunities for the company experts
- Consider awards, rankings and other opportunities to enhance the company's profile
- Effectively integrate social media and digital marketing into the broader marketing communications strategy
- Measure the success of marketing campaigns and assist with modifying messaging based on results
- Conduct market research and competitive intelligence to support marketing and business development plans and to create content that supports the strategic positioning of the company

Essential Characteristics and Qualities:

- Bachelor's degree in Business or MBA or other related field. Specialization in Marketing is a plus. This is a role for soon to be graduating or a recent graduate
- Microsoft Office suite proficiency is a requirement. Adobe Creative Suite is a plus
- Social media (LinkedIn, Twitter) proficiency is a requirement
- Experience and/or understanding of business-to-business (B2B) markets and channels is a plus
- Excellent verbal and written communications skills
- Energetic, personable, well poised, highly organized, and hard-working self-starter

- Chordant is a growing company. We are looking for the candidates who are flexible, willing to learn and get exposed to other areas and tasks within the company.

Location:

UK London based. Some domestic and international travel will be required.

Chordant is committed to a policy of Equal Employment Opportunity and will not engage in or tolerate unlawful discrimination against an applicant or employee on the basis of race, color, religion, creed, national origin, ancestry, citizenship, immigrant status, military status, veteran status, sex, sexual orientation, gender (including gender identity and/or expression), pregnancy, age, physical or mental disability, genetic information, atypical heredity cellular or blood trait, marital status, family status, domestic partner or civil union status or any other legally recognized protected basis under federal, state or local laws, regulations or ordinances. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, compensation, benefits, training, assignments, evaluations, coaching, promotion, discipline, discharge and layoff.