

IKINEMA

B2B Marketing Manager – Animation Software; Farnham, Surrey

IKinema are looking for a Marketing Manager to drive our business forward in the global animation software market. We already have a strong reputation and track record of dealing with leaders in the industry. Now we want to spread it further, faster.

Do you have the marketing savvy to help us?

IKinema software animates humans and creatures so they move and interact in the virtual world as they would in the real world. IKinema products are being used in movies, games, training, simulation environments, virtual production, virtual reality. The latest VR games incorporate our software to put the player in the game. We help animation companies deliver a level of reality that is astounding!

Our customers include Microsoft, Dreamworks, SquareEnix, The Foundry, Disney, Warner Bros, Epic, Vicon and many more.

We need a Marketing Manager to drive our name recognition and software sales across all global markets using the full range of Real World, Digital and Social media.

You will need to be creative and resourceful to get to leaders and decision makers in the animation business.

IKinema is based in Farnham in Surrey, we are small, but growing at 50% per annum. This is your opportunity to make a big contribution to one of the rising stars of the animation production industry. IKinema offers a step change in realism over conventional methods and a reduction in cost. We need you to help IKinema make a step change in market reputation and demand pull.

Key responsibilities

You will report direct to the CEO and work with the existing Marketing, Sales and Technical team to develop compelling messages and stories for our target market.

Build and implement a Digital Marketing Strategy to push this content to leaders and decision makers in the target markets to:

- Increase name recognition and understanding of IKinema benefits
- Drive new sales opportunities to the Web site
- Develop and implement a web presence and SEO strategy to hit out target markets.
- Develop Digital Marketing campaign metrics

Marketing activities will include the full range of activities, from direct emails, SEO, PPC, forums, business social media, tradeshow, White papers, case studies, Webinars, Videos and whatever else works to get to our user base.

To qualify for the job you must meet all the following criteria:

Degree educated

Proven experience in campaigns with measurable results.

Strong attention to detail and a propensity to action

IKINEMA

A wide range of digital marketing skills

Experience of marketing software products or technical products in dynamic markets

(A creative eye with video and web skills would also be desirable.)

To apply, upload your CV below and include in your covering letter a statement in 100 words or less of why an animation company should choose IKinema.

Salary £30,000 pa + Bonus

Location: Farnham, Surrey