

Marketing Executive/Senior Executive

Based in Edinburgh

The Opportunity

LCP Delta is seeking a **Marketing Executive/Senior Executive** (depending on experience) to join our **marketing and sales team**. The team leads and implements all marketing, sales, and business development activities and campaigns within LCP Delta.

You will work with other members of the team to deliver integrated and impactful campaigns. You will have the opportunity to work on delivering a range of marketing activities including content, events, and brand driven campaigns. This role has huge scope to develop along with the skills and interests of the successful candidate.

You will be responsible for:

- Implementing integrated and innovative marketing and sales support campaigns which reach the right people with the right message at the right time.
- Ensuring a strong brand and consistent voice of LCP Delta across all marketing channels.
- Managing the production and distribution of content and thought leadership.
- Internal marketing: encouraging the LCP Delta delivery team to engage with marketing, promoting products/services among their networks and creating content such as emails, web copy, brochures, event literature, presentations, and blog posts.
- Working with specialists in the BD team (e.g., PR, digital, design, CRM, events) and external agencies and suppliers where appropriate to deliver successful results.
- Working closely with our sales team to hand over leads from all lead generation campaigns.
- Managing the scheduling and production of weekly podcast episodes for Talking New Energy, LCP Delta's podcast.
- Supporting the planning, organisation, and coordination of logistics for external exhibitions and events.
- Monitoring competitor activity and produce regular competitor updates.

What we are looking for

If you have the right skills and motivation for the job, we want to hear from you. We encourage applications from the right candidates regardless of age, disability, gender identity, sexual orientation, religion, belief, or race.

You will ideally be:

- An all-rounder, who understands a wide range of marketing and business development tactics
- A client-obsessed marketer, who seeks to put our clients and prospects at the centre of any campaigns we run, and understands that engaging with and growing the value of our current client base is just as important as winning new ones
- Someone who loves working as part of a team to deliver projects, contributing ideas, and helping others achieve their goals
- A person for whom variety is the spice of life – every day will be different
- A proactive approach coupled with the ability to use your own initiative

Skills and qualities:

- Understanding of a variety of areas within the marketing mix to increase the external profile of the business which may include events, digital, thought leadership, content, market research, communications, product and message development, client targeting, acquisition and development. Training will be provided as needed.
- Good at working on simultaneous projects, while working to tight deadlines and being calm under pressure
- Excellent project management skills – prioritising, organising workload, planning, seeing project through to completion
- Strong communication (written and spoken) and organisational skills
- Ability to manage implementation through others, both senior and junior
- Excellent attention to detail
- Able to manage multiple stakeholders and work within a team effectively and collaboratively

Qualifications and experience:

- Graduate with 3+ years business development/marketing experience, preferably within B2B professional services.
- An understanding of new energy markets would be valuable.
- Experience of working in a collaborative partnership environment desirable.
- Technical ability: Microsoft Word, Excel, and PowerPoint.

About LCP Delta – Experts in New Energy

Founded in 2004 and based across the UK, France, Norway, the Netherlands and beyond, LCP Delta provide data-driven research, consultancy, technology products and training services to companies investing in and navigating the energy transition.



LCP Delta was formed through the merger of Delta-EE and LCP Energy to bring together deep generation and consumer-side expertise, to provide our clients with a single partner to help them on their journey and provide them with a 360° view across the energy spectrum.

We are a diverse team from a variety of backgrounds including engineers, data analysts, environmentalists and more. All of us want to make a difference to the energy transition and accelerate the path to a low carbon future.

What is in it for you?

Creating a great company culture and being a place that people love to work is very important to us; we are a collaborative, inclusive and friendly team.

As well as joining a fun, collaborative, and people orientated organisation where your personal and professional skills will be developed to make you the best you can be, we offer an attractive benefits package designed to promote your overall wellbeing so that you are able to perform to your full potential both in and out of work.

We continuously strive to build an inclusive workplace where all forms of diversity are valued, including age, background, disability, gender, gender identity, gender expression, race, religion, or sexual orientation.

Application

If you wish to apply, please do so as soon as possible by submitting your CV and a short covering letter (less than 250 words) via our careers page: www.delta-ee.com/about-us/careers/