

Careers

Digital Marketer, Belfast

Basis: Full-time, Permanent

Salary : 28K- 30K

Join our expanding team of innovators and technical professionals in delivering solutions that have an impact on our vision to clean and decarbonise the air.

About CATAGEN

CATAGEN is on a mission to clean and decarbonise the air through innovative technologies. As a leader in catalyst ageing and aftertreatment system testing, we help OEMs ensure compliance with legislation and deliver environmentally sustainable solutions. Our patented, electrically driven gas reactor is revolutionising the industry by offering cost-effective, fossil-free alternatives, saving partners 98% in CO₂ emissions.

We are seeking a dynamic Digital Marketer to join our team. In this role, you will focus on driving brand awareness, generating leads, and engaging potential customers through targeted marketing strategies, playing a key role in supporting business growth and success

Position Responsibilities

- Planning and execution of multi-channel marketing campaigns for Lead Generation.
- Collaborate with the team to develop technical content, including newsletters, blogs, guides, webinars, email campaigns, and social media posts
- Conduct market research to identify opportunities, generate leads, and support sales initiatives
- Maintain and update the company website using WordPress, ensuring high SEO performance
- Organise and promote events such as webinars, podcasts and exhibitions
- Use Google Analytics or similar tools to provide actionable insights on campaign performance and user behaviour
- Work closely with the sales team to nurture leads through to revenue, ensuring alignment between marketing and sales efforts
- Present new ideas for innovative marketing platforms, strategies, and content to drive growth
- Keeping the CRM tool (Hubspot) up to date, managing contacts, lists and monitoring & Reviewing campaigns
- Plan, create, and manage Google Ads and LinkedIn Ad campaigns, analysing conversions to optimise performance

Interested?

Send your CV to careers@catagen.com

Essential criteria

Qualifications & Experience:

- At least 1 years' experience in a digital marketing role
- Experience in Market Research and Lead Generation
- Experience in planning and executing a marketing campaign to generate leads
- Proven ability to create engaging content across platforms
- Proficiency in using Google Analytics for insights and reporting
- Familiarity with WordPress or similar CMS platforms for website updates
- Knowledge of email marketing tools and practices

Skills & Competencies:

- Ability to analyse data to drive improvements in campaign performance
- Excellent written and verbal communication skills
- Strong organisational skills to manage multiple projects effectively

Attributes:

- Passion for sustainability and alignment with CATAGEN's mission to clean and decarbonise the air
- Adaptability and resilience in a dynamic work environment
- High attention to detail with a commitment to quality

Desirable Criteria

- Experience in B2B marketing, particularly in technical or industrial sectors
- Hands-on experience with marketing CRM tool - Hubspot
- Graphic design ability and experience of using Adobe programmes
- Video creation and Editing skills
- Experience managing and optimising Google Ads and LinkedIn Ads and tracking performance
- Understanding of SEO principles

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Our Values

ONE CATAGEN - We put 'we' before 'me' working across boundaries, holding each other accountable and working as a cohesive team.

FEARLESS - We challenge ourselves to push beyond what we think is possible by taking risks and learning new skills.

CUSTOMER OBSESSED - We actively engage, listen and learn from our customers, making it easy to work with us. We deliver solutions in a timely and accurate manner.

ECONOMICALLY DRIVEN - We're ambitious in our 'financial goals' whilst being prudent with resources. We respect that we are a corporate business whose first goal is to be financially secure and to grow and identify new opportunities.

SUSTAINABILITY - We built CATAGEN 'to clean and decarbonise the air', to impact climate change through the development of innovative Net Zero Technologies.

ACCURACY - Being accurate means that all aspects of our work (written, verbal, manual etc. are free from error and that we strive to have a first class reputation internally and externally for accuracy.

Why should you join CATAGEN?

- Competitive salary.
- Free car parking.
- CATAGEN branded workwear.
- 24 weeks maternity / 2 weeks paternity leave at full pay.
- 2 annual employee team building days.
- Learning & Development opportunities up to PhD level.
- Work-life balance with flexible and hybrid working available from day 1.
- Team lunch on Fridays.
- Private Healthcare insurance (medical and dental).

Closing date

We are accepting CV's until 18th July 2025 at 5pm. To apply for this role, please email your CV to Careers@catagen.com before the closing date.

Equal Opportunities

CATAGEN is committed to equality, diversity and inclusion in its recruitment & selection practices and complies with the Equality Act 2010. We believe in fair treatment of all our employees and are committed to promoting diversity in our employment practices. We do not discriminate in employment based on race, religion, community background, sexual orientation, national origin, political affiliation, disability, age, marital status, medical history, parental status or genetic information. We base all our employment decisions on merit, job requirements and business needs.

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