

JOB TITLE: **MARKETING MANAGER**
REPORTS TO: **CHIEF COMMERCIAL OFFICER**
LOCATION: **LONDON, UK**

Loowatt is a UK innovation company that has developed a patented, waterless toilet and waste-to-value processing system that enables users to readily adopt a high-quality, circular economy, off-grid sanitation solution. Loowatt's *Zen* is a serviced toilet (i.e., the waste is collected on a regular basis) that delivers an experience far superior to other off grid solutions. Its supporting hardware ensures closed-loop waste treatment, and its software solutions supports tracking utilisation and impact.

In the UK and the EU, Loowatt has proven its technology by providing award-winning presence at leading festivals and events. Customers love the Loowatt toilet, which has served many thousands at events including the *Royal Windsor Horse Show* and *Wilderness Festival*. The company is now scaling up the sales of *Zen* toilets to new market segments, including eco-tourism (i.e., glamping).

In a world where only 30% of people have access to sewers, Loowatt aims to become a leading global provider of high-quality non-sewered solutions in emerging markets. We have already made significant progress in Madagascar, South Africa, and the Philippines, as a solution provider for urban sanitation in underserved cities.

ABOUT THIS ROLE

We are seeking a **highly motivated, positive, enthusiastic, and solutions-driven** marketing professional to help us drive the sales of *Zen* in the UK / EU and the *Home* toilet in emerging markets.

You will be expected to support the business by building and strengthening its reputation, customer engagement, and market share, by communicating our mission, value proposition, and social and environmental impact of our products.

The position is based in our London offices, with the need to travel in the UK and internationally.

Key Outcomes:

- Deliver Loowatt's marketing strategy to support significant growth in 2023 and 2024

Responsibilities:

- Prepare, manage, and take ownership of a coherent, consistent, and cost-effective **marketing strategy** which effectively communicates our mission, and engages with our broad-based audiences.

Our audience includes:

- toilet hire and glamping businesses in the UK / EU
- customers of the above businesses (e.g., events, construction) and the users,
- emerging market stakeholders (local authorities, regulators, ministries, financiers),
- existing customers,
- Loowatt's team internally, and
- Loowatt investors.

The marketing strategy is expected to be goal-driven, with key performance indicators, timelines, budgets, targets, and an estimated return on investment for different approaches.

- Plan for, deliver, and manage both online and offline marketing activities through different channels and approaches, including but not limited to:
 - trade shows and trials (UK and overseas),
 - developing and sharing marketing collateral (brochures / pamphlets),
 - blogs, social media, traditional media, and thought pieces,
 - digital and affiliate marketing (both Loowatt's and that of our channels),
 - the Loowatt website,
 - profile-raising awards / articles,
 - brand management, and
 - contracted external agencies (e.g., PR, design) or consultants.
- Work closely and collaboratively with all teams and functions in the UK and overseas, including sales, technical, delivery, and finance.
- Where relevant, support overseas teams and clients in the design and delivery of marketing campaigns.
- Embrace new and sometimes unexpected responsibilities related to marketing and sales delivery.
- Attend regular commercial meetings in person or online to share wins, challenges, KPIs, and pipeline progress.
- Short travel trips across the UK, EU, and emerging markets.

Experience:

- **Required:**
 - Strong track record in marketing technology products and / or services.
 - Excellent skills in Office suites and online collaboration platforms (e.g., Slack, Google Drive, etc.)
 - Digital marketing experience, including expertise in Search Engine Optimization, content marketing, targeting, and data analysis
 - Basic financial acumen, sufficient to support marketing KPIs and objectives.
- **Desirable:**
 - Relevant experience in the following sectors: hardware and technical goods, sustainability, toilet hire, water and waste, events and construction, and water and sanitation in emerging markets.
 - Experience working in both growth-stage, entrepreneurial, innovative businesses, as well as large companies.
 - Experience in both UK / EU and emerging markets
 - Clean UK drivers' licence.

Personal characteristics:

Specifically, we're looking for someone that is a(n):

- **Organiser** – We are looking for someone who is extremely organised; if you love preparing and executing plans, using organisational tools, delivering on schedule, this job will make you happy!

- **Avid Collaborator** – We are a small team; being able to actively listen, empathise, offer flexibility, and create buy-in from the rest of the team are critical so that we're all working together towards the same goal.
- **Pragmatic Creative** – We are a growing company; you'll be expected to manage your own schedule and balance the strategic but not urgent, with the urgent but not strategic, and find creative ways to overcome challenges.
- **Exceptional Storyteller** – We work in a very complex context with a diverse mix of audiences and messages; the ability to distil messages into simple, focused, and captivating stories is critical.

We're also looking for someone that is:

- **Resilient Self-Starter** – Again, we're a small team; being a tenacious self-starter will help you get the job done.
- **Commitment to Loowatt's Mission:** We want someone that finds meaning in combining commercial success with positive social and environmental impacts.

WHAT WE OFFER:

Being a growth-stage business, Loowatt offers significant room for growth. Depending on your performance and that of the organisation, there is plenty of room for expanding the marketing team and your responsibilities, as well as continued professional development and mentoring.

Beyond offering a competitive salary, we offer a work environment where social and environmental impact in the UK and overseas is at the core of what we do!

HOW TO APPLY:

Send your CV and Covering Letter by email to careers@loowatt.com, with **Marketing Manager** in the subject heading.

Shortlisted candidates would be expected to undertake three assessments:

1. an interview with the line manager,
2. a practical assessment to determine key skills (same day as the interview), and
3. a meeting with other key members of Loowatt to assess cultural fit.

Deadline for submitting applications is 04 December 2022.

Interviews will take place on the 19th and 20th of December 2022.

Please note that applications submitted via the LinkedIn platform will not be reviewed.