

## The Company

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Aurora Energy Research is a dynamic and fast-growing energy analytics company. We provide optimisation solutions and data-driven analytics on European and global energy markets that helps our clients navigate the global energy transformation.

We were founded in 2013 by a group of University of Oxford academics on the premise that technological progress, and policies tackling climate change, render energy markets increasingly complex, but that this complexity yields to rigorous, sophisticated analysis and modelling.

Aurora is now a thriving, rapidly-growing company of over 90 staff with offices in Oxford, Berlin and Sydney. Demand for our services – spanning subscription research and consultancy – is immense, in the UK, Europe and beyond. We currently serve over 200 of Europe’s most influential energy sector participants, and we expect to grow beyond 150 staff over the next 18 months.

## Marketing and Media Associate

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Based in Oxford, you will be a member of the Commercial team and reporting to the Commercial Director. An all-encompassing role, you will be responsible for developing and driving a strategic marketing and media plan from concept through to execution.

### **Your responsibilities:**

- Developing and delivering a successful B2B marketing and media strategy in line with company objectives; spanning from being responsible for the Aurora brand to the execution of successful content-led marketing campaigns
- Creating and publishing of a wider range of marketing and media materials, including website ownership and development
- Developing and maintaining the company’s social media profile, including taking ownership of press-releases and other media engagements
- Working closely with the Event Manager, you will plan and implement integrated marketing campaigns and materials for our industry leading events such as the Aurora Spring Forum, Summer Renewable Summit and Battery Storage and Flexibility Conference
- Develop relationships with, and gain maximum value from, media partnerships in order to gain maximum exposure of our events and reports to relevant audiences
- Managing and monitoring budgets, provide forecasts and feed into the budget setting process
- Monitoring and reporting on effectiveness of marketing and media activities

Successful candidates will work in a dynamic, multi-national, intellectually stimulating, demanding and collaborative environment. They will enjoy autonomy and the opportunity to substantially

Aurora Energy Research Limited

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Registered Number: 8442755 (England and Wales)

influence the perception and brand of the company. The fast growth and expansion of the international footprint of the company will provide the significant potential for personal and career progression.

The role offers the potential to build and manage a marketing team while we are increasingly expanding our geographical focus in Europe and beyond.

**Key attributes:**

- Proven experience in a similar role of developing and implementing successful B2B marketing plans and campaigns
- Effective personal organisation and project management skills with proven ability to achieve against demanding timescales
- Positive, energetic, commercial and results focused approach in planning, development and management of marketing activities
- Effective and confident communicator (written and oral) with strong interpersonal skills
- Creative and innovative approach to Marketing activity including knowledge of and passion for the new era of inbound marketing and social media
- Keen interest in the energy sector
- Self-starter with a hands-on approach focused on achieving results

**Desirable experiences:**

- Good understanding of and/or experience in the energy sector
- Knowledge of Wordpress or other website creation tools
- Knowledge of Salesforce or other CRM systems

**Education:**

- Educated to degree level and CIM qualified, or equivalent

We will review applications as they are received.

Compensation will be competitive. Applicants should send their CV and a brief cover letter to [applications@auroraer.com](mailto:applications@auroraer.com). Please state your salary expectation and earliest possible start date.