

Marketing Intern

Location: UK wide: Scotland, Northeast, Northwest, Midlands, Southeast

Our Mission: Unleashing the Strategic Value of Patents

At CIPHER we are committed to extracting value from patent data, enabling companies to make better and more informed strategic decisions. We recognize the importance of intellectual property as a growing mainstream asset class and the role of patents in providing a window into who owns which technologies and where. By harnessing the latest advances in machine learning combined with expert analysis, CIPHER is disrupting how actionable insight is extracted from global patent data. Information can now be accessed with efficiency, accuracy and at a speed that is just not possible by traditional methods.

We are a fast-growing London company, revolutionizing how companies and investors extract strategic intelligence from global patent data.

Our Values

Start With Why – Seek to understand and empathise, and always remember our customer is our compass.

Insight Not Data - Slice through complex data to deliver actionable intelligence.

Be Brave - Challenge received wisdom, try new things, push ourselves and our clients.

Team Up - Reach out and rally round. We're one team with one mission. Collaborate at every turn.

Enjoy the Ride - We're on an adventure, buckle up, bring positive energy, and have fun!

Why CIPHER:

We are looking for a driven, meticulous, and highly organised intern to join our marketing team.

This is an integral and varied role, where no 2 days are the same. You will be able to learn from highly experienced team members.

Key responsibility of the role:

- Support marketing activities - Email, blog, videos, events and webinars.
- Support and contribute to marketing plans and help develop ideas for PR outreach.
- Understanding marketing channels and their performance using Google Analytics
- Assist with curating content and posting on the company social channels
- Performing other relevant duties when needed.
- Assisting in building out parts of the database
- Assisting in running and reporting on an email opt-in campaign

- Support in scheduling and writing compelling weekly prospect emails promoting topical content
- Helping to build webpages for upcoming thought leadership content, ensuring page optimisation and writing engaging on-page content
- Supporting the creation of collateral for our upcoming marketing campaign
- Helping organise marketing events; including customer webinars, upcoming roundtables and webinars
- Executing on parts of our digital strategy including scheduling weekly social posts
- Assisting in optimising webpages

Our ideal candidate will have:

- Curiosity to explore ideas
- Interest in social media and websites
- Strong time management and organisation skills
- Strong communication skills, both written and verbal
- A can-do attitude with an aptitude to be brave and try new things
- A flexible team player with a tenacious character and high integrity
- Meticulous with an eye for attention to detail, passion for customer and customer insight.
- Trustworthy and uses discretion when handling confidential and sensitive information

We are an equal opportunities employer and are committed to supporting the professional development of each individual and helping everyone to reach their full potential.

For more information about us visit cipher.ai

To apply – please send your resume and covering letter via our website.

Privacy notice

<http://cipher.ai/privacy-policy/>