

INTERNAL VACANCY

Job title : Content Marketing Manager

Location: Southampton

Closing date :

Job Summary

Primerdesign™ provides the World's broadest menu of >550 genesig® real-time PCR detection kits, and fast development of new assays on demand. Additionally, it designs, validates and manufactures qPCR kits, Precision® Master Mixes, controls, lyophilised reagents, and qPCR instruments.

A fantastic opportunity has arisen to join our team at the Southampton office as a Content Marketing Manager. The Content Marketing Manager will provide technical and marketing writing for Primerdesign's world-class range of products both online and offline, and will support social marketing with the aim of building customer engagement. The ideal candidate is a Life Science PhD with experience in writing engaging technical copy, with an active interest in social media.

Main duties and responsibilities

- Create engaging technical and marketing content for sales material, website, social media channels, blogs, digital ads, newsletters, handbooks, and other technical literature
- Prepare content for life science, molecular diagnostics, and applied testing market segments, e.g. qPCR, and infectious diseases
- Develop and implement social media strategy and communications
- Post content on social channels and track customer engagement (Facebook, Twitter, LinkedIn, YouTube, and Blog sites)
- Create excitement on social media around our participation of conferences; with co-creation of content with speakers / attendees
- Manage the social media budget for promoted posts and paid advertising activities
- Prioritise, plan, and manage multiple content development projects simultaneously according to deadlines
- Assist with ad hoc authoring, editing and proofreading tasks
- Communicate effectively and ensure alignment between stakeholders

Qualifications and experience required

- Demonstrable ability to write concise technical copy, and engaging marketing content
- A good understanding of molecular biology concepts, current trends, and hot topics
- In-depth knowledge of qPCR is essential; BSc in Life Science required (PhD in Life Science preferred)
- Experience of social media and/or blogging for a scientific audience is desirable
- Good attention to wording, punctuation, and scientific nomenclature and units
- Experience of MS Office (Word, Excel & PowerPoint)
- Organised self-starter
- Strong completer/finisher
- Excellent work ethic and interpersonal skills
- Co-operative and helpful attitude

Hours of Work	37.5 per week
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To apply for this vacancy please send your application to Wendy Karban, Group HR Manager,
wendy.karban@novacyt.co.uk

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GROUP

