

INTERNAL VACANCY

Job title : Marketing Manager, Microgen Bioproducts & Lab 21 Healthcare

Location: Camberley

Closing date : 10 November 2017

Job Summary

- To develop, implement and execute strategic and tactical marketing plans by utilising the full marketing mix to create customer facing marketing communications
- Actively support distributor marketing activities providing material and other marketing collateral
- Manage the day to day marketing activities

Main duties and responsibilities

- Provide marketing leadership including management of Web site updates, PR material, advertising copy, brochures etc
- In conjunction with Senior Managers plan, develop and integrate the company's branding strategy
- Liaise with Sales, Operations, Laboratory, Production, QA, R&D as well as customers, key opinion leaders, regulatory bodies, lobbying groups and suppliers to ensure marketing activity meets current business needs
- Co-ordinate marketing support where appropriate for the company's Distribution & OEM sales
- Work with commercial team to produce training material and support distributor training as required
- Co-ordinate all marketing activities across the acquired companies and plan sales support marketing
- Develop marketing plans and co-ordinate product launches for both new products and existing products into new markets
- Develop communications with opinion leaders and other external agencies
- Work with the MD and Commercial teams to identify new product opportunities; prepare new product proposals and marketing specifications, working closely with R&D, Regulatory and Production
- Play an active role in the New Products committee
- Provide input into the selection, to organise and participate in exhibitions, meetings and tradeshow. Co-ordinate group attendance and ensure stand/PR materials are available where relevant
- Monitor market trends with respect to pricing, new products/competitors/technology
- Implement and maintain Digital Marketing strategy and tactics, including Web and Social media activities, targeted at Customers and Distributors

Qualifications and experience required

Commercial experience ideally gained in a diagnostics healthcare company.
A knowledge of marketing techniques. Especially tactical, and digital marketing.
Experience in working in multi-discipline teams.

Degree educated in a business or marketing field, preferably with a CIM qualification

Other requirements

- Willingness to travel
- Cultural awareness
- Outstanding interpersonal skills
- Able to make decision independently when required
- Self-motivated and driven
- Ability to priorities time between multiple sites and demands

Hours of Work	37.5 hours per week
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For further information or to apply for this vacancy please e-mail Wendy Karban, Group HR Manager,
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GROUP

