

INTERNAL VACANCY

Job title : Content Marketing Manager
Location: Southampton – (Primerdesign)
Closing date : 23rd July 2018

Job Summary

The Content Marketing Manager will provide technical marketing writing for Primerdesign's world-class range of molecular products for research use and applied applications, leveraging our expertise in qPCR. The role will be pivotal for creating high quality content both online and offline, with the aim of building customer engagement to increase sales revenues. As part of a dynamic marketing team, the role includes leading and supporting marketing campaigns and activities.

The ideal candidate has a PhD in Life Science and has gained experience in content marketing with a proven track record of writing engaging technical copy. This individual must be eager to work in a highly collaborative team environment and willing to take ownership to help grow the business to the next level of success.

Main duties and responsibilities

- Develop and implement content marketing strategy and communication plan
- Create engaging technical marketing content for: website, social media, emails, blogs, brochures, application notes, digital ads, videos, handbooks, and other sales tools
- Prepare relevant value adding content for customers in the markets of life science, molecular diagnostics, and vet & food applied testing, e.g. infectious disease pathogen testing using real-time qPCR
- Devise key messaging points for lead generation and conversion campaigns. Understand the buyer personas and target marketing activities along the buying cycle
- Co-creation of content with key opinion leaders, and reference customers
- Publish content on website and social channels (Facebook, Twitter, LinkedIn, YouTube, and Blog site)
- Track customer engagement, measure ROI, and improve search engine rankings (SEO)
- Prioritize, plan, and manage multiple content development projects simultaneously according to timelines
- Assist with ad hoc authoring, editing and proofreading tasks
- Communicate effectively and ensure alignment between key stakeholders
- Support delivery of the sales and marketing plan including supporting campaigns and events, on time and in budget

Qualifications and experience required

- Previous experience with qPCR technology is mandatory, scientific degree, and PhD is a plus
- A strong understanding of life science, applied applications, and In-Vitro Diagnostic qPCR assays and workflows
- Min. of 1-2 years working experience in Marketing with demonstrable ability to write concise, engaging technical marketing copy
- Excellent written communication and presentation skills
- Attention to detail and proofreading skills
- Ability to manage multiple projects that are deadline oriented, and be flexible with changing tasks
- Highly motivated and organized individual
- Team player and target oriented

Hours of Work: 37.5

For further information or to apply for this vacancy please e-mail Kay Campbell, HR, kay.campbell@novacyt.com