

VACANCY

Job title: Marketing Executive
Location: Southampton (Primerdesign)
Closing date: 8 July 2019

Job Summary

The Marketing Executive is responsible for the development, design, creation and implementation of both online digital marketing programs, and offline marketing literature/sales tools, to support expansion and growth of the company products and services.

Proficiency in digital marketing including website, social media, SEO, and email is a must, as well as offline preparation of marketing literature and sales tools using the latest DTP graphics tools.

At the core of the Marketing Executive role is the implementation of innovate cutting edge digital campaigns using value adding engaging content to drive business revenue.

Main duties and responsibilities

- Responsibility for digital marketing and driving the implementation of multi-channel marketing campaigns to drive awareness and demand generation
- Promote online marketing content through a combination of digital channels including website, social media, email, and video
- Prepare offline marketing literature and sales tools using the latest DTP graphics tools, including copy writing and printing
- Proficiency using Adobe DTP software and other creative tools
- Devise key messaging points for lead generation and conversion campaigns. Understand the buyer personas and target marketing activities along the buying cycle
- Create value adding engaging technical and marketing content for sales materials, 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
- Manage and optimise the company website
- Manage and optimise Google ad word campaigns and search engine optimization
- Ensure brand consistency and increase global image
- Ensure marketing activities are delivered effectively; on time delivery to achieve business results within the allocated budget
- Own and maintain analytics, metrics, and campaign reporting for continuous improvement

Qualifications and experience required

- Digital marketing experience
- Bachelor's degree in business, marketing or marketing communications
- Biotech /life science background is desirable
- Experience working with a wide range of digital platforms and analytics software



Qualifications and experience required contd.

- Demonstrable ability to write concise technical copy, and engaging marketing content
- Strong understanding of online user behaviours
- Strong leadership skills required and ability to lead by influence
- Highly motivated and organised individual
- Ability to manage multiple projects that are deadline oriented, and be flexible with changing tasks
- Team player and target oriented

Hours of Work

37.5 hours per week

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