

JOB PROFILE: Marketing Manager

INCUMBENT'S NAME	
JOB TITLE	Marketing Manager
BUSINESS UNIT	Sales & Marketing
LOCATION	Uckfield (with some national and international travel)
REPORTS TO	Head of Global Sales
OBJECTIVES / PURPOSE OF JOB	<p>This is a strategic marketing role, taking overall responsibility for the entire process of assessment of market potential for the company's products and services, both current and planned</p> <p>To position and present Scientifica within key markets, including all necessary marketing communications and PR, in order to maximise prospective orders</p> <p>To lead the marketing team in support of the above</p>
KEY ACTIVITIES / RESPONSIBILITIES	<ul style="list-style-type: none"> • Development and implementation of overall Scientifica marketing strategy, in conjunction with the Head of Global Sales, Head of Engineering and R&D, and Managing Director • Maintain a thorough understanding of the company's products, and potential markets throughout the world • Commercial assessment of those markets • Market research and discussions with industry leaders to identify market trends • Recommendations to Head of Global Sales and the Board on ways to present the company, which will include: <ul style="list-style-type: none"> ○ Brand management ○ Manage product launches ○ Conferences symposia and exhibitions, including product demonstrations, stand design and on-site management at events ○ Digital and Social media presence through website and other methods including e-mail campaigns and modern Search Engine Optimisation and other techniques ○ Advertising ○ Technical content and interviews ○ Product design aesthetics • Use of CRM techniques, and related analysis • Budget accountability • Support Head of People Services to develop Employer Brand and Employee Value Proposition, and promoting STEM activities • Willing and able to travel worldwide, as required • Act in line with our company values: Trust, Customer Focused, Innovative, Passionate, Quality, Flexible, Teamwork

KEY PERFORMANCE INDICATORS	Based on annual performance objectives
KEY RELATIONSHIPS	<p>Internal:</p> <ul style="list-style-type: none"> • Sales • Engineering • R&D • Installation and Technical Support Team • People Services <p>External:</p> <ul style="list-style-type: none"> • Customer • Suppliers • Exhibition / Workshop organisers

CANDIDATE PROFILE:

QUALIFICATIONS / TRAINING	<p>Educated to degree level ideally in life sciences– neuroscience, or closely related field, would be extremely desirable</p> <p>CIM or other proven marketing qualification</p>
EXPERIENCE REQUIRED	<ul style="list-style-type: none"> • Significant experience in a variety of marketing roles • Experience at a strategic level, planning marketing strategy and implementing marketing plans • Experience managing a marketing team • Has worked in life science industry / environment
COMPETENCIES	<ul style="list-style-type: none"> • Project management • Team motivation and management • Communication skills, both written and oral, and including editorial • Video and photography (desirable not essential) • Journalism (desirable not essential)

EMPLOYEE'S ACCEPTANCE

I, [Employee name], agree to accept the Job Description is a guide only and will be periodically reviewed due to the evolving nature of the business. I understand I will be required to take on other tasks and responsibilities from time to time depending on the business needs for this role.

Signed Date