

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	Managing Director
OBJECTIVES / PURPOSE OF JOB	<p>To position and present Scientifica within key markets, through a variety of marketing channels in order to maximise brand awareness</p> <p>To manage the marketing team in support of the above</p>
KEY ACTIVITIES / RESPONSIBILITIES	<ul style="list-style-type: none"> • Maintain a thorough understanding of the company's products, and potential and existing markets throughout the world • Competitor analysis • Co-ordination of market research and discussions with industry leaders in conjunction with Scientifica internal experts • Recommendation and implementation of marketing activities, which will include: <ul style="list-style-type: none"> ○ Brand management ○ Managing product launches ○ Events – conferences, exhibitions, workshops including product demonstrations, stand design and on-site management at events ○ Oversee our digital and social media presence including e-mail campaigns and SEO • Interrogating our CRM system and carrying out 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: <ul style="list-style-type: none"> ○ 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
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CANDIDATE PROFILE:

QUALIFICATIONS / TRAINING	<p>CIM or other proven marketing qualification is highly desirable Educated to degree level – a science discipline would be beneficial but is not essential</p>
EXPERIENCE REQUIRED	<ul style="list-style-type: none"> • Experience across a variety of marketing activities • Experience in life science industries / environments • Experience implementing marketing plans • Experience managing a small marketing team / people management skills • Good knowledge of GDPR legislation
COMPETENCIES	<ul style="list-style-type: none"> • Scientific interest / curiosity • Project management • Team motivation and management • Communication skills, both written and oral, and including editorial • Video and photography (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