

JOB PROFILE: Marketing Manager

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| 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 senior level, 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 |

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| 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:

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| QUALIFICATIONS / TRAINING | <p>Educated to degree level – a science discipline would be beneficial but is not essential</p> <p>CIM or other proven marketing qualification</p> |
| EXPERIENCE REQUIRED | <ul style="list-style-type: none"> • Significant experience in a variety of senior level marketing roles • Experience in life science industries / environments • Experience at a strategic level, planning marketing strategy and implementing marketing plans • Experience managing a marketing team |
| 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