

Job Description

Marketing Manager

Department	Commercial
Location	Abingdon, UK
Summary of Job	To provide sales and marketing support to the Cellmark business through the development and implementation of a wide range of marketing initiatives to generate sales and support the development of the Company's various business activities.
Reporting Structure	Reporting to the Managing Director. No direct reports.
Essential Functions	<ul style="list-style-type: none">• Develop and deliver a Company marketing strategy across all relevant media channels to support sales growth and new business activities within agreed budget.• Keep abreast of the latest developments in marketing and marketing technology.• Manage online advertising and promotion including conducting keyword research and web statistics reporting.• Lead the development, implementation and performance monitoring of the Company's social media strategy.• Work collaboratively with other members of the Commercial team to develop marketing copy and content for a range of media marketing initiatives.• Lead the production of marketing material, including leaflets, posters, direct marketing, website banners etc.• Liaise with and support the Business Intelligence Manager with design and copy input to ensure that company websites remain up to date and compelling.• Work with the Business Development Managers to plan and manage the logistics of attendance at industry events and customer events hosted by the commercial department.• Manage the production of regular competitor analysis and reports, with particular reference to pricing, service offering and promotional activities.• Manage the production of regular customer feedback/satisfaction surveys.• Liaise with external agencies (design, digital marketing, SEO etc) as required.• Source and maintain stocks of promotional items.

Job Requirements

Education

- Minimum GCSE or equivalent qualification including Maths and English and at least 2 years' marketing experience. A degree or similar qualification in Marketing or a Business related discipline would be advantageous, as would some level of science education.

Experience

- Previous marketing experience essential. Aptitude for and interest in science beneficial.

Technical Skills

- Excellent IT skills: working knowledge of Microsoft and Adobe products including email, Word, Excel, PowerPoint, Creative Studio and basic html.
- Social Media Marketing: Understanding of and experience in the key commercially focussed social media platforms essential.
- Search Engine Optimisation: Understanding of and experience of SEO would be useful.
- Highly literate and numerate.
- Presentation skills.

Non-Technical Skills

- Design flair.
- A keen eye for detail and excellent verbal and visual communication skills.
- Good team player and a self-starter.
- Flexible approach.
- Good organisational and researching skills.
- Logical and creative thinking skills.
- Demonstrates an ability to analyse and solve problems.
- Ability to communicate effectively in a variety of situations.
- Able to work under pressure to tight deadlines.

Physical Demands

- VDU and computer keyboard operation.

Working Conditions

- Workstation in a shared office.
- Occasional travel to conferences and other Cellmark sites.

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