



JOB DESCRIPTION:

Marketing Manager – Maternity Cover

Starting October 2024

Job Title

Marketing Manager – Maternity Cover
Office-based/Hybrid position

Main Purpose of Job:

As a rapidly growing In-Vitro Diagnostics company, we are looking for a Marketing Manager to join our team on a maternity cover basis. The Marketing Manager will be responsible for leading the marketing department and managing all marketing activities during the maternity leave of our current Marketing Manager. This role requires a strategic thinker, a fast-learning and fast-adapting person, with hands-on experience in digital and traditional marketing, capable of driving our marketing efforts to achieve business goals. We are looking for someone who can bring a proactive, creative and analytical drive for success. Responsible for implementing and managing all marketing campaigns and events, driving success and continuous improvement.

Responsible to:

Associate Director of Professional Diagnostics

Business Level:

Mid-level Decision Maker

Responsible for:

Marketing activities

Main Tasks of Job:

- Develops and implements digital marketing activities/campaigns in accordance with the marketing strategy and plan, to enhance brand awareness and drive sales growth;
- Plans and executes all web, SEO/SEM, database marketing, email, content marketing, and social media campaigns;
- Designs, builds, and maintains our social media presence;
- Designs and coordinates all events and trade shows. Attendance at the events may be required;
- Contributes to marketing effectiveness by identifying short-term and long-range issues that must be addressed;
- Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs);
- Identifies trends and insights, and optimises spend and performance based on the insights;
- Brainstorms new and creative growth strategies through digital marketing;
- Collaborates with internal teams to create technical accurate and compelling content;
- Collaborates with cross-functional teams, including sales, product development, and customer service, to ensure cohesive marketing efforts;
- Manages the marketing budget, ensuring efficient allocation of resources;
- Leads the marketing team, providing guidance, support, and performance feedback.

Essential Skills

- Knowledge of current marketing trends and best practices.
- Previous experience using MailChimp (or alternative), Adobe Creative software (or alternative), Canva, Wordpress, Shopify is desirable
- General understanding of customer segmentation and maintaining an up-to-date, accurate and GDPR-approved database of contacts
- Proficiency in marketing software and analytics tools (e.g., Google Analytics, CRM systems)
- Highly creative with experience in identifying target audiences and devising campaigns that engage and inform

- Highly proactive, process-driven and with problem-solving abilities
- Experience generating and utilising marketing research and analysis
- Ability to generate and manage budgets
- Excellent leadership and team management skills
- Exceptional communication and interpersonal skills
- Great attention to detail and providing high-quality deliverables

Education and Experience

- BA or Masters in marketing or a related field
- Solid graphic design credentials using Adobe Creative Suite or alternative
- Proven working experience in digital marketing, particularly within IVD/healthcare industry
- Demonstrable experience managing SEO, website platforms, email, social media and events

At Una Health we are looking for passionate, proactive individuals who want to be part of a fast-paced organisation aiming to be the leading IVD distributor in the UK.

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

How to Apply: Interested candidates are invited to submit their resume and a cover letter outlining their relevant experience and why they are a good fit for this role to enquiries@unahealth.co.uk.

Equal Opportunity Employer: Una Health is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.