



## **Marketing Manager**

**03/10/23**

### **Workplace**

The role is hybrid - office based / remote working (from home), with travel to Industry Meetings, Suppliers, field sites including NHS /private sector hospitals/ clinics.

### **Job Purpose:**

To provide effective marketing leadership, by ensuring a robust marketing plan is in place, and delivered on time to support the overall infrastructure of the company.

Reports to the Sales and Marketing Manager and will have regular contact with the management team and office support.

### **Principal Accountabilities**

Strategic and operational marketing plans.

Marketing Budgets

Research and collection of Data

Management and Maintenance of CRM system

Management and Maintenance of Company website including Analytics and SEO

Management of all digital assets

Branding at a product and company level

Multi-channel communications

Campaign and promotion management

Managing marketing metrics /performance

Event management



Compliance with industry standards -MIA, ABHI etc.

### **Personal characteristics**

Professional

Well organised

Self - motivated

Works well in a fast paced environment

Works well within a team / individually.

### **Experience and requirements**

#### **Desirable**

- Experience in a medical marketing role - Ideally Ophthalmology
- A robust understanding of the Lifescience / Healthcare market
- CIM accreditation

#### **Essential**

- A minimum of five years experience in a marketing Role
- Demonstratable experience of the principal accountabilities required.
- Robust evidence of high performance
- A competitive spirit with a will to win
- Full UK driving licence.



## **Renumeration**

Competitive and dependent on experience.

+Car Mileage allowance

To Apply for the role, please contact [max.rogers@surgitrac.co.uk](mailto:max.rogers@surgitrac.co.uk) with your CV and a covering letter.