

## Digital Marketing Manager

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Jan 2021

### Position Description

Occuity has an opening for a vibrant, enthusiastic and experienced (c.4 years) digital marketing manager to join the team and help develop and drive the company's digital marketing activity forward.

An exciting start-up in the MedTech sector, Occuity has an ambitious vision to improve the lives of millions of people, through the delivery of truly innovative and highly disruptive, handheld, non-invasive medical diagnostic and screening products. Occuity represents a unique opportunity to play an important role in the marketing team as we enter an exciting stage of development - with key projects and product launches on the horizon in 2021.

Working closely with the Head of Digital Marketing, you'll be a proactive and hands-on marketing professional with a broad range of experiences. You'll enjoy understanding the detail as you develop and implement the company's digital marketing activities in pursuit of key objectives. This is an exciting role, with the opportunity to be involved across the marketing mix, from website management and development, social media strategy and deliver, paid marketing and more.

The role is based out of modern, prestigious offices in the centre of Reading but retains scope for homeworking.

### Key tasks to be undertaken include:

- **Marketing Planning** – supporting Head of Digital Marketing to ensure the effective planning, delivery and communication of marketing plan to key stakeholders.
- **Social Media** – responsible for planning, creation and scheduling of engaging social media content to engage key audiences. Proactive engagement with community and relevant influencers and KOL's. Identify relevant channels to increase market awareness of the company's products and implement a plan to engage with them
- **Digital Tools** – Identification and usage of digital marketing tools to help support achievement of company objectives.
- **Website Management** – Creating new pages, editing copy, formatting and building pages.
- **Reporting** – Weekly and Monthly delivering of activity and performance reports. Google Data Studio.
- **Content Creation** – Support the creation and delivery of content calendar – blogs, vlogs, images, videos, webinars.

- **Email Marketing** – Creation and distribution of email marketing campaigns – Automation, analysis, reporting and optimisation.
- **Direct Mail** – Support content creation and organise direct marketing campaigns
- **Trade Shows** – Coordinate marketing materials for trade shows (UK and International)
- **PR** – Support creation and distribution of Press releases

**Qualifications and Experience required**

- 1st or 2.1 Honours degree in a relevant subject
- 4+ years professional experience implementing marketing strategies
- Excellent written English
- Creative mindset and skillset
- Excellent working knowledge of all social media platforms
- Excellent understanding of SEO and demonstrated experience implementing activities
- Experience using digital automation tools
- Defined knowledge in PPC and SEO strategy
- You have managed digital marketing budgets and understand cost per function of all channels needed
- Knowledge of CRM integration with media campaigns would also be helpful

**Highly Desirable**

- Working knowledge of Adobe CC programs – Photoshop, Illustrator, InDesign, Premier

**Personal** - *The ideal candidate would be/have:*

- The desire to make a difference to the major healthcare problems of our time
- Enthusiastic and self-motivated with a can-do attitude
- Willing to work as part of a team but able to accept and flourish with individual responsibility
- Excellent communication skills – both written and oral
- Understand the needs and mentality of 'Start-up' culture.
- A focus on achieving objectives
- Willing to travel (UK and International trade shows)

**Salary and Compensation** - *The role offers:*

- Market based salary
- Generous bonus
- Share options
- 25 days holiday plus usual Bank Holidays
- 3% matched pension contribution.
- Flexible working