

Full Job Specification for Digital Marketing Manager

Starting Q3 2020

Position Description

Occuity have an opening for a vibrant, enthusiastic and experienced individual to join the team to help shape and drive forward the company's digital marketing strategy. Occuity is an exciting startup in the MedTech sector with a number of highly disruptive, handheld, non-invasive medical diagnostic and screening products coming to market early in 2021. Working in conjunction with senior management the role will initially advise on and create a digital marketing strategy but it is anticipated the resulting plans will be implemented by the successful candidate operating with a large degree of autonomy - meaning that initiative and a determination to succeed will be important skills. The role is based out of modern, prestigious offices in the centre of Reading but retains ample scope for homeworking,

In essence, the key goal for the company is to build a sizeable and effective digital and social media presence and the successful individual will be expected to achieve this by identifying and engaging key channels and influencers in the various markets and implementing platforms and strategies to significantly increase industry awareness of the company's products therein.

Key tasks to be undertaken include:

1. Devise the company's digital marketing strategy
2. Setup and run Social Media Strategy – both for the company and for senior managers
3. Maintain overall control of the company website and social media pages taking content lead from senior management
4. Create and commission Blogs and Vlogs and ensure regular update of social media accounts
5. Identify and connect via social media with relevant market influencers
6. Identify relevant channels to increase market awareness of the company's products and implement a plan to engage with them
7. Organise and coordinate marketing materials for trade shows (UK and international)
8. Create PR copy for product releases and major updates and liaise with agencies where appropriate
9. Design and Implement SEO and PPC strategies
10. Create content for and organise direct marketing campaigns
11. Integrate the marketing campaign results into a company CRM
12. Identify and liaise with suitable graphic designers - taking lead from Design Director

Qualifications and Experience required

1. 1st or 2.1 Honours degree in a relevant subject
2. 4+ years professional experience implementing marketing strategies
3. Excellent written English
4. Creative mindset
5. Good working knowledge of all social media platforms, SEO & PPC strategies

6. Strong network within the digital marketing community
7. Knowledge of HTML and other marketing platforms helpful (e.g Mailchimp) would be helpful
8. Knowledge of CRM integration with media campaigns would also be helpful

Personal

The ideal candidate would be / have :

1. The desire to make a difference to the major healthcare problems of our time
2. Enthusiastic and Self-motivated with a can-do attitude
3. Willing to work as part of a team but able to accept and flourish with individual responsibility
4. Excellent communication skills – both written and oral
5. Willing to travel (UK and International trade shows)
6. Ability to present would be helpful

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