

Job description

Role title	Marketing Specialist
Reporting to	Marketing & Projects Manager
Role duration	12-Month FTC

Purpose of the role

- > Provision of marketing and reporting assistance within the Marketing and Projects team and the wider Business Development team.
- > Responsible for event and lead management and coordination.
- > Delivering insights and trends through thorough research to develop marketing content and to support the wider business development team achieve their strategic goals.
- > A key point of contact for the Business Development teams Customer Relationship Management (CRM) system, ensuring it is maintained and up-to-date.
- > Ensures seamless support across the commercial and business development team and wider teams within the organisation.

Task list

- > Management and co-ordination of marketing events (both as exhibitors and attendees) including, but not limited to RSNA (Chicago), UKIO, HFMA, EBME:
 - o Liaison with exhibitors
 - o Exhibition stand design (collaborating with agencies and partners as needed)
 - o Plasma screen visuals
 - o Sales collateral
 - o Internal communication, including stand rota and delegate attendance
 - o Email Marketing and direct mail
 - o Gathering feedback and reports post event
- > Management of event lead capture, follow-up, and communication to the business development team.
- > Collaborate with and provide administrative support to the Commercial Director, Marketing & Projects Manager, and other members of the business development team as appropriate.
- > Contribute and support the modality strategy creation, rollout and measurements.
- > Research with the aim to deliver insights and trends for marketing content, customer presentations and to support the wider business development team achieve their strategic goals.
- > Management of any outsourced marketing agencies on a retainer or project-by-project basis to ensure delivery of projects to time, cost and quality constraints. Management of other third-party suppliers including (but not limited to) printers, publishers, photographers, ad agencies, Press Release consultants, and writers. Including, raising POs and checking invoices and recording all expenditure on budget tracker and raising any issues.
- > Management and system administration of the Customer Relationship Management (CRM) system, providing support to all users and ensuring that all users complete information in a timely and accurate manner.
- > Generation and creation of routine reports from the CRM and other sources for the Commercial Director, Marketing & Projects Manager, and the wider business development teams as required.
- > Support the co-ordination of marketing deliverables including new product launches, existing product campaigns, and sales collateral, including but not limited to Email campaigns and direct mail, video production, online banners and digital media placement (e.g., HSJ), print adverts and print media placement (e.g., RADmag), corporate brochures and product flyers and customer case studies.
- > Contribute to the production of content to the website & social media channels.
- > Ensure all business development documentation adheres to editing and formatting standards.

Resources / decision making authority

- > No staff supervision responsibilities.
- > Responsible for monitoring and updating annual marketing budget and trackers.
- > Responsible for CRM system data, to ensure all records of contracts, frameworks, contacts, customers, opportunities in the CRM system adhere to editing and formatting standards and ensure sign-off processes are followed in accordance with quality management system and Ergéa Marketing guidelines.

Performance indicators

- > Successful delivery of Ergéa's annual marketing strategy and objectives.
- > Ergéa's profile continues to grow from strength to strength.
- > New lead generation increases, is captured and followed up in the CRM System.
- > Accuracy of information stored on CRM system.
- > Uptake of CRM system by staff and internal stakeholders through monitoring of activity and engagement.
- > Stronger relationships are built with agencies incl. PR and media contacts.
- > All sales and promotional tools/materials are up-to-date and look professional.
- > Exhibitions and events are executed to a high level.
- > Delivery of tasks, documentation and projects on time and to quality in adherence with internal and external stakeholder requirements.
- > Comprehensive and high-quality internal and external communications.
- > Ensure quality system processes and procedures are followed.
- > Identification of business development opportunities.
- > Feedback from peers, line manager and Business Development Director.

Capability profile

Skills	Essential	Desirable
Excellent team working skills	✓	
Analytical skills	✓	
Excellent written and oral communication	✓	
Excellent self-management skills	✓	
Superior integrity and discretion	✓	
Customer Relationship Management (CRM) Database experience	✓	
Presentation skills		✓
Experience	Essential	Desirable
Database management experience	✓	
Customer Relationship Management (CRM) Database experience	✓	
Competence of MS Office suite, incl. Excel	✓	
Event Management experience	✓	
Marketing experience	✓	
Experience and ability to work successfully in a multi-disciplinary and often virtual environment.	✓	

Healthcare technology & services industry knowledge		✓
Qualifications	Essential	Desirable
Microsoft Office applications	✓	
PRINCE2		✓
Degree calibre		✓
Languages	Essential	Desirable
English	✓	

Mobility requirements

Role location	Theale Head Office - Reading
Travel	Meetings, events and for the provision of internal training

Other

Ergéa Quality Assurance and Environmental and Health & Safety
Comply with policies, and work to maintain a high standard of customer service and protect the safety and health of you, your colleagues, our customers and members of the public. Promptly raise any concerns regarding potential violations of the policies.

DBS - Disclosure & Barring Service disclosure (formally Criminal Records Bureau disclosure)
<u>A DBS Enhanced Disclosure is required for all applicants.</u>
The successful applicant must agree to an Enhanced Disclosure under the Disclosure Barring Service Records Bureau procedures. Employment will be offered to the successful applicant subject to a satisfactory Disclosure report.

ERGEA IS AN EQUAL OPPORTUNITIES EMPLOYER AND POSITIVELY ENCOURAGES APPLICATIONS FROM SUITABLY QUALIFIED AND ELIGIBLE CANDIDATES REGARDLESS OF SEX, RACE, DISABILITY, AGE, SEXUAL ORIENTATION, GENDER REASSIGNMENT, RELIGION OR BELIEF, MARITAL STATUS, OR PREGNANCY AND MATERNITY.