



TECHNOPATH
CLINICAL DIAGNOSTICS

Title: **Marketing Campaign Manager - B2B**

Reporting to: **Marketing Program Manager**

Role and Responsibilities

This exciting role has a focus on supporting our organisations' growth targets through innovative and targeted pre-sales activities, lead generation and ongoing customer engagement. It involves development of campaigns to support our International IVD partners in line with organisation's brand, content, marketing and commercial strategies with significant focus on social, digital, email marketing and automation and the development and promotion of educational events and tradeshow.

- Devise integrated marketing campaigns to acquire, retain and grow our partners and customers.
- Manage the development process, budget, implementation, communications, tracking and measurement of marketing campaigns.
- Brief and oversee the work of the internal team and external agencies including creative marketing, web/online, PR, Market Research and technical and scientific contributors.
- Write, edit and proofread copy for promotional materials within marketing campaigns.
- Working with internal Creative Team/external agencies, support the Commercial team in the development of campaigns and projects including: Web/Online, SEO, content marketing (including brochures, video, webinar & infographics), social media, educational materials and traditional and online advertising.
- Collaborate with the internal company, suppliers and partners to ensure our brand is applied across marketing and communication materials in accordance with the brand guidelines.
- Ensure company website content and printed material is continually maintained up to date.
- Collaborate with internal teams in evaluating and reporting the company's marketing analytics and performance across all platforms.
- Travel to trade shows, conferences and sales meetings where required.
- Undertake market and competition research.
- Performs other related duties as assigned by manager.

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Resources department:
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Qualifications

- Diploma/Degree in Laboratory Science, Marketing or equivalent qualifications and experience.
- Proficient in the use of Microsoft Office suite including powerpoint, excel, outlook and word, CRM such as HubSpot or equivalent. Also, Google analytics and equivalent.
- Capability in using design software, e.g. Adobe Creative Suite (InDesign, Illustrator Acrobat DC, Photoshop, Premier Pro, After Effects, XD, Animate) desirable.

Key Skills:

- **Management skills:** As a campaign manager you will formulate marketing plans and collaborate with the internal team an/or external agencies to deliver them. Campaign managers need to guide their team and establish campaign parameters and delegate effectively.
- **Communication skills:** Excellent writing skills are a prerequisite as you will frequently write copy for marketing promotions. Campaign managers also need pristine presentation and communication skills. They need to manage relationships with internal collaborators (including management, commercial, technical, operational team mates), agencies and third parties. The ability to express the importance of the campaign, the vision and goals is often as important as the content of the campaign itself.
- **Project management skills:** As a campaign manager you will need to work with a budget, meet deadlines for multiple projects and ensure ROI on marketing campaigns. You will need to manage the organisation's output effectively and intervene if things are going off-track.
- **Numerical skills:** An additional factor favoured, campaign managers need to be good with words and numbers. You will need to acquire data and use it to target selected groups, as well as analyse the success or otherwise of campaigns.
- **Team Player:** A team-oriented personality that enjoys working closely with others.

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