



## Title: **Marketing Program Manager**

### Reporting to: **Snr. Director of Marketing**

The Marketing Manager is a senior marketing position and is required to service existing marketing requirements and develop marketing strategies to position Technopath Clinical Diagnostics as a global leader in its field.

This dynamic role will report to the Snr. Director of Marketing and will require effective partnering with the Technopath commercial leadership team to develop and implement strategies across the organisation. As a central figure in the strategic team, the Marketing Manager will be able to adapt to a continually evolving environment and thrive in an autonomous and deadline-oriented workplace within a growing marketing team that services the needs of the organisation.

### **Role and Responsibilities**

- Devise and implement strategic marketing initiatives at in close collaboration with the wider marketing and commercial team.
- Develop innovative promotional campaigns and sales collateral, in line with our strategic initiatives and lead their deployment across our commercial organisation and into the market.
- Contribute to the development of short and long range plans for product and geographic expansions.
- Manage and contribute to development of key partner relationships, the speakers bureau with key opinion leaders, IVD partner marketing organisations, industry partners, institutes and associations (e.g. IFCC, EFLM, AACC and local affiliates).
- Manage marketing budgets and set and achieve return on investment.
- Effectively manage third party agency interaction including Web/Online, Webinar, Media, and facilitate new partner engagements as required by the business.
- Work closely with the Commercial team to provide direction and support for the product development strategies and growth plans for the business.
- Undertake market and competitor research in collaboration with partners and the internal commercial team, maintaining vigilance on our market position and supporting market leadership in key areas.

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Technopath Life Sciences Park, Fort Henry, Ballina,  
Co. Tipperary V94 FF1P, Ireland. [www.technopathcd.com](http://www.technopathcd.com)



Technopath is part of LGC Clinical Diagnostics.

Please forward your  
CV to our Human  
Resources department:  
[hr@technopathcd.com](mailto:hr@technopathcd.com)



## Qualifications

- Bachelor's Degree in Marketing, Business Administration or related scientific discipline.
- Minimum of 6-7 years' experience in international marketing and brand development.
- Previous exposure to all aspects of the marketing function.
- Experienced team leader, who values people development and team success.
- Strong interpersonal skills and the ability to communicate well both verbally and in writing.
- Good networking skills.
- Excellent analytical and abstract reasoning skills, plus excellent organisation skills.
- Excellent presentation skills.
- Excellent attention to detail and ability to prioritise.

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