



Title: Marketing Program Manager – BioChemistry & Serology

Reporting to: Snr. Marketing Director

Location: Tipperary, Ireland

Job Purpose

LGC Clinical Diagnostics is on a transformation journey, with the goal of making it easier and more delightful to do business with us, reimagining customer experiences and simplifying the way we work.

As part of our Marketing team, the Marketing Program Manager is a senior marketing position and is required to service existing marketing requirements and develop marketing and brand strategies to position LGC Clinical Diagnostics as a global leader in its field. This dynamic role will require effective partnering with the LGC Clinical Diagnostics commercial leadership team to develop and implement strategies across the organisation.

This role has a focus on the BioChemistry and Serology portfolio supporting brand growth for LGC Clinical Diagnostics and subsidiary divisions such as Technopath, Maine Standards, SeraCare and The Native Antigen Company. Additional brands as required.

The Marketing Program Manager maintains a close eye on market/industry best practices, ensuring that LGC Clinical Diagnostics develops and maintains a leadership position and capability in Marketing Programmes. They continually set standards across Clinical Diagnostics for marketing and our performance measurement supporting our priority focus on lead generation and revenue growth.

Key Responsibilities

- Devise and implement marketing strategic initiatives 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. This will include copy and creative writing, editing and proof reading.
- Contribute to the development of short and long range plans for product and geographic expansions.
- Manage and contribute to development of key partner relationships (e.g. Westgard, NRL), our Speakers Bureau and 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 commensurate return on investment.
- Effectively manage programme needs for internal and third party agency including PR, Web/Online, Webinar, Media, SEO, content marketing (including brochures, video, webinar & infographics), social media, educational materials and traditional and online advertising. and facilitate new partner engagements as required by the business. This will include the development of key creative content.
- Work closely with the LGC Clinical Diagnostics Commercial team to provide direction and support for the product development strategies and growth plans for the business.
- 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 and within brand.
- Collaborate with internal teams in evaluating and reporting the company's marketing analytics and performance across all platforms.
- 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 and positive expansion of our brand.
- Performs other related duties as assigned by manager.

Key Skills

- **Management skills:** As a programme manager you will formulate marketing plans and collaborate with the internal team and/or external agencies to deliver them. Programme managers need to guide their team and establish programme parameters and delegate effectively.
- **Communication skills:** Excellent writing skills are a prerequisite as you will frequently write copy for marketing promotions. Programme 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 programme, the vision and goals is often as important as the content of the programme itself.
- **Project management skills:** As a programme 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, programme 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.



Technopath Life Sciences Park, Fort Henry, Ballina,
Co. Tipperary V94 FF1P, Ireland. www.technopathcd.com

Please forward your CV to our Human Resources department: technopath.hr@lgcgroup.com



About the candidate

- Positive, proactive, self-starter with a transformational mindset, solid project management skills and a knack for customer journeys.
- Empathetic relationship builder eager to navigate and collaborate cross-functionally within a matrixed, global organization. A great team player.
- Excellent organization & communication skills.
- Ability to work in a fast-paced environment, with multiple and changing priorities while maintaining strong focus on execution and results.
- Strong interpersonal and collaboration skills with an ability to communicate at all levels of an organization both internally and externally.
- A hands-on person who is detail-oriented and able to get things done.
- Interested in self-development. Eager to learn new skills based on emerging marketing trends, technology, lead generation concepts, and other skills necessary to improve each campaign's KPI. Maintain working knowledge of best practices in marketing.
- Travel to sales events and off-site meetings as required.
- Flexibility in work hours may be necessary in order to meet business demands.
- Excellent written, verbal communication, and presentation skills.
- Strong project management, organization and attention to details with the ability to work well with corporate and cross-functional teams.
- Must have proven ability to meet tight deadlines, work independently, be detail-oriented, extremely organized, and a resourceful problem-solver.

Education and/or Experience

- Diploma/Degree in Marketing or equivalent Business related degree.
- Experience in Marketing Programme management 7-10 years.
- Experience in marketing design systems a distinct advantage e.g. Adobe Creative Suite.
- Knowledge of website analytics tools (e.g., Google Analytics).
- Experience in the use of CMS systems such as Storyblok.
- Experience in the use of CRM systems in particular including SAP and Constant Contact.
- Good networking and interpersonal skills.
- Excellent organizational skills.

Physical Demands

The physical demands are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Requires prolonged sitting and working at a computer monitor. Repetitive motion using a keyboard for long periods of time. May occasionally be required to lift and move material weighing up to 10 lbs.

Work Environment

The work environment characteristics are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Agreeable work environment typical of an open office setting with some exposure to noise from office machines.
- Travel, including overnight and international (potential) to support the multi-site infrastructure of the BU.