

Technical Marketing Executive

Solus Scientific develops and manufactures highly efficient pathogen systems for the food safety industry. Committed to food safety excellence our assays bring significant benefits to the labs who employ them.

We are looking for a Technical Marketing Executive who can support our growth of Solus Scientific internationally. The purpose of the role is to create and deliver a marketing strategy for the company's range of products and services through a wide range of tools including web, social media, print, e-blast, newsletters, adverts, videos etc. Reporting to the Sales director this role works closely with service, sales, R&D and distribution partners.

This role is office-based location Mansfield

Key activities:

- In agreement with sales director develop a multi-channel marketing communication plan to increase global awareness and generate sales leads.
- Manage content on Solus website and Social Media channels.
- Propose and agree messaging that reflects value to our customers. Ensure that messaging is applied across all promotional content, sales tools and outward facing materials.
- Collaborate in the product development process and representative of the customer voice, from the product definition phase through the development phases to launch.
- In agreement with sales director plan and execute global go to market plan for new products and product extensions.
- Keep up to date with food testing market, customer and competitor information/insights.
- Collect and as appropriate act on customer and market feedback from the sales organisation.
- Interacting with the sales team to ensure effective sales and marketing strategy.
- Monitor and report on marketing activity effectiveness and ROI.
- Participate in the creation and/or review of technical and training materials (manuals, application notes, white papers, publication digests, and presentations). Ensure successful roll out to field.

Key skills and experience:

- Qualified or experienced in science or engineering based subject, ideally with knowledge of food pathogen testing
- Experience working in a technical marketing role
- Experience of working in a customer facing role
- Ability and willingness to travel nationally and internationally occasionally
- Excellent organisational and communication skills with technical writing experience
- Experience of product positioning and messaging
- Experience of producing both traditional and digital marketing content

- Experience of PPC marketing, Wordpress, InDesign and Photoshop would be beneficial

www.solusscientific.com

<https://www.linkedin.com/company/solus-scientific>

For further info contact sandra@solusscientific.com