

Global Marketing Manager – Job Description

Protak Scientific

We are the world exclusive manufacturer of Enzymatic Biological Indicators (EI's) for rapid decontamination process validation for the pharmaceutical and healthcare sectors. Having invested multimillions into product development and global introduction, we are now rapidly growing and see significant growth. Protak Scientific are on the lookout for an experienced Global Marketing Manager (or GMM) to come and join our skilled UK based team in Redhill. Reporting to the Managing Director, the Global Marketing Manager will be responsible for promoting Protak Scientific's brand, values, products and technology at various levels across multiple media channels.

Overall Purpose of the Role:

The GMM will have the possibility to develop and launch a complete Go to Market Plan that will include;

- total website re-development and re-launch
- sales and technical training materials development
- extranet and "Protak University" education tools development
- distributor network marketing and support
- social and digital media campaigns
- PR and content generation
- Event management
- General marketing materials

This is new role within an expanding company with no current dedicated marketing function and so we are looking for someone who can drive and shape our marketing campaigns with a fresh, dynamic approach.

Key Responsibilities:

Strategy and Development

- Develop and establish Protak Scientific branding and key messaging as the de facto standard for the creation of all externally facing content, including sales and marketing collateral, project documentation and product development.
- Promote our expertise, products and services through our website and social media platforms and identify and secure appropriate conference / trade show opportunities.
- Work with the leadership and product development teams to create engaging value propositions for potential clients, drawing on our track record, thought leadership and external market influences.
- Oversee our social media strategy, managing all website content and SEO and driving our presence and campaigns on online platforms including LinkedIn, Twitter and Glassdoor.

General and Task Management

- Monitor KPIs around our online engagement, lead generation and conversion rates and identify and implement appropriate measures to improve our performance metrics .
- Drive outward facing company campaigns, conference presence and webinars.
- Work with subject matter experts within the company to create marketing content for social media and white papers .
- Develop our Customer satisfaction process in line with our commitment to ISO 9001 accreditation



PROTAK SCIENTIFIC

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People Management

- A self-motivator, able to identify and implement improvements and influence others to join them.
- Communicate KPIs from the strategic Marketing strategy so that each employee is aware and motivated to be successful.
- Develop and maintain strong relationships with internal and external stakeholders to ensure optimal Marketing opportunities.
- Work collaboratively, negotiate and engage with key stakeholders to facilitate delivery and compliance with the Marketing strategy.

Self-Management:

- Proactively contribute to creating a good team atmosphere.
- Anticipates and overcomes obstacles.
- Makes useful links to arrive at insightful plans and solutions.
- Embraces personal challenge.
- Confident, rounded thinking.
- Takes ownership for team cohesion.
- Is self-aware.
- Is resilient, optimistic and open to change.
- Has a collaborative approach to others.
- A self-starter, motivated and able to positively motivate others.
- Focused, target driven with a positive, can-do attitude.

Skills and Attributes:

- Excellent influencing skills ensuring content of discussions are factual, thoughtful and conclusion/resolution based.
- Excellent interpersonal skills.
- Excellent planning, strategy development and budget management skills
- Excellent written, verbal and presentation skills.
- Excellent organisational and follow-up skills.
- Competent in problem solving, team building, planning and decision making.
- Ability to work on a low budget with tactical marketing projects that will introduce a relatively new technology to our very niche and technical audience.

Qualifications and Experience Levels:

- At least 5 years B2B Marketing Experience preferably, but not necessarily, within the Pharmaceutical or a similar technical environment.
- Experience of having developed and executed extensive B2B marketing plans and programs at an international level using various communication channels both online and offline.