

Role: Marketing Coordinator

Location: Wetherby

Reports to: Head of Marketing

Duration: Permanent

Hours: Part time (25 hrs/wk)

Travel: As required to cover visits to exhibitions, conferences and meetings

General Purpose and Scope

Working closely with the Head of Marketing, the Marketing Coordinator is responsible for developing and executing a variety of online and offline communications to promote the Avacta Animal Health (AAH) product portfolio and support services, building the **SENSITEST**[®] brand and offering solutions to customers through business and marketing strategies. Key responsibilities will include coordinating conference, event and campaign preparations, implementing and sustaining the company's online presence and liaising the production of materials, literature and newsletters. There is also an opportunity to provide your creative input across all materials, overseeing the information dissemination to the Territory Managers, Technical Support Team and veterinary customers.

The Marketing Coordinator will be required to work with all teams across the Animal Health business, working closely with the Territory Managers to provide on-going marketing campaign and event support, and the Technical Veterinary Lead and Technical Support Team to bring together materials for online and offline use. Your ability to communicate across a multidisciplinary team and prioritise workloads, multi-task and work both independently and as a team member is integral to this role.

Main Duties and Responsibilities

Marketing

- Help define, set and agree the marketing plan in line with AAH strategic objectives
- Develop regular awareness campaigns which inform and educate veterinary professionals and their clients on the AAH product portfolio and support services.
- Coordinate the production of materials, literature, newsletters and adverts with relevant internal personnel and external designers/printers
- Maintain the company website, ensuring it is at all times consistent with the company strategy, branding and targets, generating new visitors through search engine optimisation, content creation, paid media and social media
- Assist with the organisation of AAH's events, seminars and webinars, coordinating all aspects of event attendance and promotions
- Utilising our social media platform's, plan and execute engaging, shareable content
- Help with the creation of e-newsletters and e-blasts using basic HTML templates
- Produce monthly KPI performance reports to monitor the effectiveness of activities

- Design and order new merchandise for events and marketing purposes
- Assist in the production of PowerPoint presentations
- Ensure all our communications comply with our brand guidelines
- Work with the Technical Support Team on maintaining the levels of stock

Commercial and Sales

- Contribute to the creation and updating of technical presentations, literature and guidance notes
- Support the commercial and sales team on key UK and international accounts
- Represent Avacta at conferences, exhibitions and other events
- Assist with the maintenance of the CRM system, ensuring correct usage by all users to fulfil the aim of utilising the database to manage new and existing clients

Market Research

- Review competitor and market information and collate market insight through primary and secondary marketing sources
- Carry out targeted customer research to gain feedback to inform future campaigns and promotions
- Liaise with Technical Support Team and Territory Managers to produce case studies and testimonials

This job description is not exhaustive and you may be required to undertake other duties that are in line with the above responsibilities.

Education/Experience/Skills*Relevant Qualifications*

- Educated to degree level or equivalent

Relevant Experience

- 2+ years of working in marketing
- Experience in veterinary/scientific/technical role (advantageous but not essential)

Relevant Knowledge

- Some knowledge of the veterinary industry
- A good level of technical understanding & competence
- Customer focused with an appreciation of commercial pressures
- Working knowledge of social media and website content creation to promote awareness and encourage engagement

Relevant Skills

- Exceptional organisational and planning skills with the ability to prioritise workloads, multi-task and work both independently and as a team member

- Computer and technology literate, with proficient use of Microsoft Office packages. Knowledge of content management systems such as WordPress and basic html and CRM systems desirable
- Ability to gather, analyse, interpret and present data
- Excellent verbal and written communication skills with the ability to communicate messages with technical and non-technical audiences
- Creative ability and passionate about animal health
- Must hold a full UK driving licence with ability to travel within the UK when required
- The ability to work efficiently and as part of a multidisciplinary team.
- The ability to work with a high degree of autonomy, professionalism, care, accuracy and reliability
- A bold and innovative nature and a desire to be fully involved in driving the growth of the business.