JOB DESCRIPTION

**Job Title:** Marketing Executive  
**Group:** CCDC Inc (Marketing)  
**Region:** North America (Virtual)  
**Reports to:** Marketing Manager

**ROLE PURPOSE**

As part of the global CCDC marketing team, the successful candidate’s primary responsibility will be to support marketing and operational activities across the enterprise, implementing the Company marketing plan globally, with a particular emphasis on U.S. based events and scientific content writing and creation. To be successful in this role, the job holder will want to pursue and develop a career in marketing and importantly should enjoy organizing conferences, developing digital media and expanding virtual engagement. The job holder will be a proactive, detail-oriented, data-driven individual who is able to work autonomously and virtually and who enjoys a varied daily schedule.

**MAIN DUTIES AND RESPONSIBILITIES**

- Support and assist with marketing events globally, with particular emphasis on the company’s busy CCDC Inc. events schedule of conferences, workshops and seminars.
- Coordinate the design and print of sales and marketing materials as required, including brochures, flyers, infographics and posters, in-line with the company brand guidelines, region, and the marketing budget.
- Suggest, research and write scientific content such as blogs, infographics, videos or spotlight summaries of scientific papers to attract and engage prospective customers – highlighting and celebrating how our data and software have supported chemistry research in a range of fields from drug discovery to materials design.
- Source promotional materials for external events and meetings as required and develop and customize the events app.
- Review, recommend and implement new tools and services to promote virtual engagement of customers and prospects.
- Assist in the maintenance of the company website and uploading of content.
- Monitor analytics and feedback engagement statistics.
- Create email marketing campaigns targeted at the various communities, adhering to company branding and the marketing plan.
- Use the company marketing automation platform (HubSpot) to design, develop and analyze digital campaigns.
- Maintain a clean marketing database, ensuring details are updated from bounce backs and contacts are segmented where possible to ensure targeted communications.
- Set up and coordinate webinars in accordance with the marketing plan.
• Assist with recording of social media, website and email marketing statistics monthly and report any actionable insights to the Marketing Manager.
• Ensure the Company message is visible and up to date across all marketing channels
• Assist with the redesign of the company website.
• Develop relationships with key stakeholders both internal and external.
• Provide occasional administrative support of the CCDC Inc. General Manager around HR, Finance, Board activities, and the like.
• Assist with content creation, editing, and delivering of regular CCDC Inc General Manager Blog postings in addition to scientific content.

This job description and person specification are only an outline of the tasks and responsibilities required for the role. The job holder will carry out any other duties as may be reasonably be required by their management.