



JOB DESCRIPTION

Job Title: Marketing Manager

Reports to: Director of Business Development

Salary Band: TBA

SUMMARY OF THE ROLE

To work in conjunction with the Director of Business Development, the Chief Executive Officer (CEO) and with the SLMT of CCDC and in keeping with its charitable status, to propose and co-ordinate agreed strategies for the promotion of the company, in order to ensure that the company is positioned as a scientific leader in the area of structural chemistry knowledge and software.

In conjunction with other groups within CCDC, to monitor and manage the marketing activities of the company and to establish appropriate systems and operations to support the income growth, users and services of CCDC.

To provide inspiring leadership in order to achieve and extend the strategic aims of the company.

MAIN DUTIES AND RESPONSIBILITIES

Main responsibilities

- Liaise with the Director of Business Development, the Product Manager and CEO to agree and establish a marketing strategy and tactical plans – specifically through assessing opportunities from users, new scientific and political developments in areas important to the company's business activities;
- Help formulate, develop and implement the strategic plan of the company;
- Implement and monitor the annual and medium-term market strategies, plans, programmes and projects to meet overall objectives and agreed timings;
- Drive brand awareness in the company's target markets; generate and manage new leads for the company's products and services
- Commission, where appropriate and with the agreement of the Director of Business Development, external market research in areas consistent with company strategies and in support of the company's charitable aims;
- Manage the CCDC Marketing department, fostering a team-based culture, ensuring positive interactions with other teams and with CCDC users and external collaborators;
- Identify competitive threats to the underlying base of the company and propose resolutions;



- Responsible for own work planning against objectives set in agreement with the Director of Business Development
- Promotional activities and marketing communications:
 - Identify and management marketing channels to engage with the CCDC target audience;
 - Implement lead generation programme and lead nurture campaigns; work with sales to ensure effective lead qualification, handover and progression;
 - Prepare promotional schedules for CCDC, its products and services. Implement campaigns and monitor the relevant aspects of these;
 - Draft, have signed off and distribute press releases as required and in a timely manner.
 - Develop an advertising schedule for CCDC and its software and services;
 - Develop CCDC promotional materials as required by the promotional schedules (adverts, flyers, gifts etc.), obtain quotes for the relevant costs and to manage the production thereof);
 - Working with the CCDC teams, monitor, maintain and develop the public content of the company website;
 - Produce copy as required to maintain a constant flow of current scientific and product related information across all communication channels and media;
 - Work with Sales, Account Management and scientific staff in the development of the company's promotional materials and to ensure that they are accurate, consistent, relevant and updated as necessary;
 - Schedule marketing campaigns aimed at promoting both the company and its products. Such activities may either be routine or specifically associated with new product launches or major product releases and may include mail shots, advertising, sponsorship, social media and attendance at trade exhibitions and conferences;
 - Help manage external suppliers, including a creative agency and website developer by briefing, creative direction, signing-off of artwork and attending meetings when required;
 - In collaboration with the appropriate groups and personnel within CCDC, ensure the scientific relevance and integrity of all marketing communications.
- Market research and analysis:
 - Understand the market in which the company operates and how the company's products and services are used within that market;
 - Identify new markets, both geographical and by industry sector, for CCDC products and services;
 - Identify opportunities for new products and for enhancement and development of existing products;
 - Monitor and report on the activities of competitors and potential collaborators and to identify business opportunities and threats;
 - Monitor the quality and effectiveness of the company's marketing and public relations activity.

Communication and information

- Report to and meet with the Director of Business Development at a minimum of once per month;
- Regular reporting on key metrics including lead generation and conversion



- Ensure effective internal communications both within the external facing functions and across the organisation;
- Liaise as appropriate with other CCDC employees;
- Seek to continuously improve user relations with particular regard to the provision of efficient communications to facilitate product development through traditional and social marketing channels.

Financial

- Accountable and responsible for the effective financial management of the Marketing function;
- Provide information to enable a report on monthly financial results and forecasts for the marketing function.

Policies and Procedures

- Comply with all relevant policies and procedures
- Complete all documents required by the company policies and procedures

Other

- Undertake additional tasks and responsibilities as may be reasonably expected of the role and as necessary in order to achieve the objectives of the marketing team and CCDC goals.



PERSON SPECIFICATION

Education, Skills & Knowledge

Educated to degree level or equivalent, preferably in a biological or chemical science	Desirable
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Knowledge of the worldwide market for scientific software in the area of structural chemistry	Desirable
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Knowledge of software product development	Desirable
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Professionally qualified in marketing	Essential
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Excellent interpersonal, communication and presentation skills at all levels	Essential
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Excellent verbal and written communication skills	Essential
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Capacity for initiative and innovation	Essential
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Abilities

Able to communicate difficult concepts with clarity	Essential
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Able to meet deadlines under pressure	Essential
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Able to plan and prioritise own work and that of others	Essential
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Able to generate ideas and create opportunities and advise on how to translate them into working practice	Essential
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Able to enthuse and motivate people	Essential
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Able to recognise and handle sensitive issues with a wide range of people	Essential
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Able to work in a small team	Essential
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Experience

At least three years' experience of working in marketing and public relations	Essential
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Experience and evidence of developing marketing strategies	Essential
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Experience and evidence of translating marketing strategies into coherent tactical plans	Essential
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Experience of writing publicity material for print and web	Essential
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Experience of project management – website projects, event management	Essential
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Experience with marketing technology including CRM, content management systems, inbound marketing software	Essential
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Experience of developing a wide range of external contacts	Desirable
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Experience of using public relations evaluation techniques	Desirable
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Experience of business planning	Desirable
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Experience of managing a budget	Essential
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Experience of communicating and promoting messages through the use of various media	Essential
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Experience of working in the scientific, academic or not for profit sector	Desirable
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Experience of working with the media	Essential
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Personal Characteristics

Persuasive and diplomatic	Essential
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Proactive and innovative	Essential
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Conscientious with a good attention to detail	Essential
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Passionate	Essential
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Professional	Essential
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Experience

Supportive

Essential

Accountable

Essential

Able to travel often (USA and EU mainly)

Essential