

JOB DESCRIPTION

Marketing Specialist

Prime Function

To define, develop and execute the strategic marketing plan in order to drive growth and increase ADInstruments' customer base.

Key Responsibilities

- Define, develop and execute the annual regional strategic marketing plan through gathering and analyzing market research data.
- Determine an efficient marketing mix for ADInstruments, including various marketing campaigns and initiatives, events, sales tools, public relations and partner marketing.
- Develop an understanding of current and future market trends that may impact ADInstruments sales.
- Contribute to ADInstruments' product development and marketing strategy through the collection and analysis of market research data to identify target markets for future potential growth.
- Define customer segmentation and target groups.
- Assess customer needs and requirements for defined segments and target accordingly.
- Understand buying pathway of different customers.
- Define product promotion and positioning for defined segments.
- Define appropriate conferences, workshops, publications, collateral and advertising to market ADInstruments and drive awareness and growth.
- Be the advocate for the customer requirements to ADInstruments.
- Create an annual campaign plan with budget and expected ROI.
- Define ROI for all campaigns.
- Provide regular feedback to head office on product requirements for local markets, including product specifications, functionality, pricing and translation needs.
- Prepare annual sales budgets in conjunction with General/Regional Managers and Sales Managers.
- Spend a significant portion of time in the territory developing and maintaining relationships with customers and determining their needs.
- Attend conferences and trade exhibitions to gain insight in to market dynamics, research and education trends and competitive activity.
- Prepare and execute local product launches and report on expectations of market size, market uptake, market share and expected budgeted sales.
- Collaborate and communicate effectively with local and global Training and Support and Product Management teams.
- Collaborate with the Global Marketing team to establish brand identity and prepare marketing material and communications.
- Train marketing staff to ensure continual improvement in capability, knowledge, service and performance.
- Monitor performance and development needs of marketing staff.
- Establish and maintain effective working relationships with members of the ADInstruments team.
- Other related tasks as required.



Relationships

Directly Responsible to: Regional/General Manager

Functional Relationships with: CMO
Global Marketing team
ADInstruments local and international staff
Customers

Expected Outcomes

- Marketing activities are completed effectively and efficiently, following global guidelines.
- Customer relationships are maintained and improved through exceptional customer service.
- Budgets are well managed and adhered to.
- Reporting is of a high quality and administered in a timely manner.
- Company processes are adhered to and improved through innovative thinking.

Person Specification

- A tertiary qualification in science.
- Significant marketing management and/or sales experience.
- A background in creating scientific marketing, promotional or educational content would be an advantage.
- The ability to use the Adobe Creative Suite would be an advantage.
- Excellent communicator with the ability to motivate and effectively engage with staff and customers.
- Proven experience creating marketing plans, conducting market analysis and identifying new opportunities.
- Highly motivated self-starter, with the ability to think innovatively and work independently.
- Good leadership and motivational skills.
- Ability to delegate tasks in a manner that makes the best use of individual team member's skill set.
- Demonstrated organizational and time management skills.
- Strong relationship and networking skills.
- Commercially astute with strong negotiating skills.
- A high level of business acumen.
- Ability to work with people across different cultures and nationalities.
- Ability to work effectively under pressure.
- The drive and commitment to achieve personal and company goals.
- The ability and willingness to travel both domestically and internationally.