**Digital Marketing Manager– Job Specification**

# Job Brief

We are looking for an experienced Digital Marketing and Communications Manager with 5+ years’ experience in marketing strategy and execution and communication, ideally within the pharmaceutical industry, or Med/Health Technology company or a Contract Research Organisation (CRO). They will be responsible for executing on marketing campaigns and driving Cisiv’s presence in the media.

# Ideal Candidate

The ideal candidate will have 5 years + experience of marketing execution using digital campaigns and communication within the health tech or med tech industry. Ideal candidate must-haves:

-       Be hands-on, with execution focus

-       High attention to detail

-       Self-starter and ability to execute on a plan from beginning to end

-       Experience executing a digital marketing campaign and measuring results

-       High proficiency in English and able to write clearly and concisely

# About us

We are an established & rapidly expanding software solutions provider to the Pharmaceutical/CRO industry. Our offerings include a broad package of offerings used for RWE research including EDC, eCOA, and eConsent. Cisiv focuses on Real World Late Phase research, which is critical to understanding how medicines behave in real use as opposed to highly controlled clinical trials. Studies can be prospective, retrospective or both, and will include data from hospitals, general practice and gathered directly from patients and carers.

Our company values include collaboration, can-do attitude, ownership, diligence, ambition and effectiveness. As we grow, the company offers many opportunities for growth and development.

# Responsibilities

* Own the marketing execution of our marketing campaigns including: online Webinar Series, Linkedin campaigns, monthly newsletter
* Support the commercial team with **marketing campaigns**
* Own the execution of our conference attendance and communication
* Work closely with our thought leadership Lead to publish our content on various media & our own web site and measure the impact of our impact and leads measurement.
* Ensure that our messaging, branding and communication is coherent and consistent with our messages.
* Understand how digital marketing campaigns deliver leads.
* Work with marketing team to increase presence of Cisiv on conferences and to deliver a monthly newsletter to customer base with relevant internal and market content

# Requirements

* Experience executing digital marketing campaigns in the B2B sector, with the audience being the Pharma industry
* Demonstrate initiative and ability to work on own with minimal direct day-to-day supervision
* Strong attention to detail
* Excellent verbal and written communication skills, with high degree of personal credibility and professionalism

# Salary & Location

The role is for ~40 hours a week and will consider PT and flexible working hours. Salary range is £40K to £65K depending on experience.

We offer a competitive salary package, with benefits.

We embrace hybrid working and offer a blended working week – combining office and remote working. Our offices continue to be where we connect, collaborate and innovate. We would expect the successful candidate’s attendance at our New Malden office one day per week.

# How to apply

Send your CV together with a Cover Letter to HR@cisiv.com

The Cover Letter should be no longer than 1 page.

In the email make sure to include the following details: your mobile number, expected salary, your notice period and your right to work in the UK status.

Applications without a cover letter and required details will not be considered.