



## MARKETING MANAGER

**Location:** Glasgow, UK

**Department:** Marketing

**Salary Range:** £30,000 -£40,000

**Reporting to:** CEO/Head of Operations

### **About the role**

Formedix is looking for an experienced Marketing manager to drive business growth by increasing prospect engagement and sales leads/pipeline volume. You will be expected to critique present marketing strategies and tactics as well as lead efforts in improving, developing and enhancing our existing international marketing strategy.

You will work directly with our CEO and have responsibility for the marketing planning, budgeting and campaign implementation. We move at a fast pace and It is essential you are a highly motivated self-starter with 5 or more years' experience in a B2B marketing position, preferably in an international setting.

This is a perfect role for someone with a good solid background in traditional marketing promotion such as direct mail and trade shows, together with digital marketing skills to drive engagement and sales leads.

### **Responsibilities Include:**

- Developing and maintaining international marketing strategy
- Overseeing implementation of the Marketing strategy - including brand management, campaigns, events, digital marketing, and PR.
- Providing insights into market trends, customer behaviours, market segmentation gleaned from market research and interacting with our front line sales team
- Working closely with the company's sales team; enabling them to meet their commercial objectives by providing them with appropriate tools, materials and presentations
- Managing all marketing for the company, line management and activities within the marketing department
- Overseeing company's marketing budget
- Develop, monitor, report and deliver effectiveness metrics for marketing activities with close attention to how these may be improved in the future
- Manage and improve lead generation campaigns, measuring results
- Overall responsibility for brand management and corporate identity
- Maintaining effective internal communications.
- Analysing potential strategic partner and reseller opportunities



### **Ideal candidate - what are we looking for?**

- Confident, self-starter with a can-do attitude who can hit the ground running
- Strong people management skills
- Experience in international marketing ideally in the software space
- Strong analytical and project management skills
- Experience in using/implementing HubSpot (desirable but not required)

### **About Formedix**

Formedix is a supplier of clinical trial automation software and services based on clinical data standards ([www.cdisc.org](http://www.cdisc.org)). Contract Research Organizations (CRO), pharmaceutical, and biotechnology organizations work with Formedix to conduct clinical trials more efficiently, automating otherwise manual and time-consuming tasks. Our clients benefit from significant reduction in study conduct and analysis.

Formedix boasts an impressive international customer base with the majority of our clients based in the US. Formedix On, our flagship solution, is complemented by a range of professional services that utilize emerging clinical data standards and leverage the vendor-neutral partnerships we have established with leading technology vendors within the industry.