

# **Job Description**

## **Sales and Marketing Assistant**

### **Position Overview**

The Sales and Marketing Assistant will support and operate the Noctura Advisory Line, a multipurpose telephone helpline used to support sales of the Noctura 400 Sleep Mask. The main activity is to respond to calls from private individuals, healthcare professionals and supply outlets, looking for information about the medical device, referral into approved Optometry outlets and other aspects of product support and supply. The Sales and Marketing Assistant will increasingly support general marketing activities across the full range of current initiatives. This is a new role in an expanding company with considerable potential for development for the right candidate.

### **Company Background and Product Information**

PolyPhotonix is a bio-photonic and organic chemistry research company established in 2009. It is a small company, currently employing 20 people but is attracting significant investment and has ambitious growth plans.

PolyPhotonix Medical has developed the Noctura 400 Sleep Mask, a light based, monitored ophthalmic treatment for Diabetic Retinopathy (DR) and Diabetic Macular Oedema (DMO), the principal causes of blindness in the western world. This ground-breaking treatment is both non-invasive and cost effective it is designed to be self-administered at home by the patient themselves.

The Noctura 400 Sleep Mask is a class IIa medical device which has CE certification and is being sold to individuals through pharmacy and optometry outlets as well as undergoing evaluation for adoption by the NHS. In addition the device is available for export, with early sales in other European countries and regulatory approvals underway for other global markets.

### **Organisation**

The Sales and Marketing Assistant reports to the Commercial Portfolio Manager.



## **Job Responsibilities and Deliverables**

- Responsible for answering the Noctura Advisory Line a multipurpose telephone helpline used to support sales of the Noctura 400 Sleep Mask
- Become proficient in the mechanism of Diabetic Eye disease, how the Noctura 400 product works and the sales/referral options (Full training will be given)
- Handle the majority of queries to the Noctura Advisory Line during the calls, using own accumulated knowledge.
- Signpost more specialist questions to other members of the team where necessary.
- Ensure calls are followed up within agreed timescales either personally or by other signposted team members.
- Work with other members of the team and outside agencies to support marketing activities including
  - Design and content for printed marketing materials
  - Generation of testimonials
  - Co-ordination of PR activities
  - Entries and admin for exhibitions and awards
  - Research to support the building of business cases and market entry
  - Website and other digital channels as needed
- Document and report all activities to manager taking initiative and making recommendations where appropriate

## **Requirements of the Role**

- Educated to degree level, higher education or relevant marketing experience
- Articulate and professional telephone manner
- Comfortable with learning and explaining specific scientific principles and related clinical information to both patients and healthcare professionals (full training will be given)
- Experience of using Microsoft Packages to intermediate level (Word, Power Point and Excel spreadsheets)
- Committed self-starter with strong personal motivation and flexible attitude. Takes ownership but also a team player.
- Good personal organisation with project management capabilities and ability to handle multiple priorities.
- Experience of commercial activities in a medtech or clinical setting would be advantageous but not a requirement
- Growth potential for an ambitious successful individual who can demonstrate strong initiative and capability

## **Salary and Benefits**

Permanent contract with 6 months probationary period

£20 - 23K per annum depending on knowledge and experience

10% company pension contribution.

25 days annual leave plus statutory holidays.