



## **JOB DESCRIPTION**

### ***Marketing Administrator***

#### **Prime Function**

To co-ordinate and execute marketing activities for ADInstruments' new and existing products.

#### **Key Responsibilities**

- Develop and maintain content and communications for marketing campaigns, activities and events.
- Plan and prepare application focused content specifically for publication and sharing across different media channels, including social media posts, email, guides, brochures, newsletters and merchandise.
- Co-ordinate requirements for promotional material as defined by the General/Regional Manager.
- Assist with copywriting, artwork, and web workflow for planned print and digital marketing communications.
- Organise and manage events and associated campaigns such as seminars, user groups, marketing events, workshops and conferences.
- Support the General/Regional Manager and Sales team by co-ordinating and collating content to support campaigns.
- Execute marketing and event campaigns as defined by the General/Regional Manager.
- Drive campaigns through various communication systems and tools.
- Assist with the maintenance of the CRM system and marketing automation tools.
- Maintain up to date archives of all marketing files.
- Assist with content management upkeep including shared drives and content libraries.
- Attend domestic and international trade fairs, satellite events, conferences and functions to promote ADInstruments' products as required.
- Post marketing updates through internal communication channels.
- Evaluate ideas for marketing projects to assess feasibility and requirements in conjunction with the General/Regional Manager.
- Plan and implement social media and social proof campaigns for specific marketing goals.
- Research relevant sources for content, such as scientific publications, industry media and social media outlets.
- Keep up to date with best practices in writing for the web and social media.
- Keep up to date with industry specific trends and activities that are utilized to communicate with customers.
- Carry out other related tasks as required.

#### **Relationships:**

**Directly Responsible to:** General/Regional Manager.

**Functional Relationships with:** Chief Marketing Officer  
Global Marketing team  
All ADInstruments staff

#### **Expected Outcomes**

- Marketing activities are completed effectively and efficiently, following global guidelines.

**Person Specification**

- A scientific qualification.
- Proven experience in marketing and/or sales.
- A background in creating scientific marketing, promotional or educational content would be an advantage.
- Excellent verbal and written communication skills.
- Knowledge of Adobe Creative Suite, Salesforce CRM and Pardot marketing automation is desirable.
- Effective project and event management skills.
- Excellent organisational skills, such as time and project management and prioritising.
- Ability to manage personal workflow in order to meet deadlines.
- Excellent interpersonal skills and the ability to build and maintain relationships.
- A good team player who meets and exceeds team goals.
- Self-motivated, confident, energetic and creative.
- Ability to research and clearly document technical information.
- A clear, concise writing style.
- An eye for detail and the ability to maintain a very high level of accuracy.
- Ability and willingness to be a positive, contributing and adaptable member of the team at all times.
- Ability to maintain strict confidentiality.