

Marketing and Communications Manager – SCION Instruments

Group/Division: SCION Instruments (part of Techcomp Limited)
Position Location: Livingston (Scotland)
Reports To: SCION Instruments Product Manager

About Scion Instruments

SCION Instruments designs, manufactures and markets analytical instrumentation (chromatography-based) along with a full range of accessories, consumables and support services. SCION Instruments also markets CompassCDS™ stand-alone software and client-server chromatography data systems.

SCION Instruments has facilities in Scotland, Netherlands, Canada, USA as well as manufacturing in China and a global distribution network. SCION Instruments is part of the Techcomp Group of Companies. More information about Scion Instruments is available at www.scioninstruments.com.

Job Description

Based in Livingston, Scotland, we are looking for an enthusiastic and motivated Marketing and Communications Manager to join our Marketing Department at our Livingston base in the UK.

The aim of this 'hands-on' position is to own the marketing strategy, provide direction, establish a consistent tone of voice with compelling stories to drive leads into the business and develop a unified communications message.

The successful candidate will have an extensive and proven background in marketing, ideally with a technology-based background with a flair for design and the ability to manage a small team.

You will be responsible for the production of a wide range of online and offline marketing communications materials to improve brand awareness and excite new and existing customers with our analytical solutions. This includes the creation of high-quality brochures, application notes and technical documentation, advertisements, direct mail, web content, newsletters, and press releases. Essentially covering all digital and material marketing requirements including responsibility for the website.

In collaboration with the sales, applications and product management departments, you will, by understanding our customer profiles, create content that is relevant and consistent, at the right level and reaches the optimal audience. This role will involve identifying and overseeing, exhibitions and conferences throughout the world as well as setting-up and running workshops and seminars.

You will have responsibility for managing the budget, and ensuring that all materials are in line with the brand and corporate identity.

This role has complete responsibility for managing the company websites so experience in SEO and Google AdWords is a requirement as well as familiarity with Google analytics.

Results oriented leader with customer focus, tracking key performance indicators, as well as shaping the broader marketing strategy is a key requirement.

The successful candidate will ideally have the following background:

- Proven Track record of marketing success
- Considerable innovative and design conscious content marketing experience
- Understanding of lead generation
- A broad digital channel marketing expertise to grow audiences (SEO, analytics, email, social media)

- Ability to design a communications plan and implement a consistent tone of voice
- Manage external marketing, press and design agencies
- Working to marketing briefs
- Happy getting hands on and collaborating as you are formulating a Marketing Strategy

This role will be supported by a Marketing Assistant that is yet to be hired. This role will also be supported by the Techcomp Europe central Marketing team (also based in Livingston, Scotland) who will provide graphics design resource, any training requirements, sharing best practices, etc.

Skills and Experience

Essential:

- Google analytics, Google AdWords, Website content management system (CMS) knowledge
- SEO knowledge and experience
- Create successful communication campaigns across all digital and offline channels.
- Write communications to a high standard, adapting style for different channels and audiences.
- Be detail orientated- particularly proofing your own work and that of others.
- Be able to plan and control- coordinate plans, work to budgets and monitor results.
- Event management support for our calendar of events.
- Proofreading knowledge and experience
- Fast, forward thinker with the ability to multi-task and prioritise work particularly when working to tight deadlines

Desirable (but not essential):

- Experience working in a scientific or technology-based company.

Qualifications

A formal marketing qualification along with 3 to 5+ years' experience is desirable. Candidates without a formal qualification but who can demonstrate extensive relevant experience will also be considered. Candidates who have a science background and an understanding of our technology and its applications would be considered advantageous.

Benefits Package

The company operates a flexible working week. After an initial qualifying period and subject to the company's terms and conditions of employment paid sickness, death in service, permanent health insurance, private medical insurance, pension scheme, paid holidays and relevant statutory days as taken by the company and a performance related bonus scheme.