



JOB DESCRIPTION

Job title: Technical writer/content manager

Reports to: Global Marketing Manager

Staff reports: none

Job purpose:

We are looking for a driven and self-motivated individual to manage and implement the development of a wide range of technical content to support company marketing and sales activities. The candidate should be able to demonstrate strong organisational skills, and have a creative and dynamic personality willing to work in a rapidly changing and developing environment.

Primary responsibilities:

- Use best practice and industry knowledge to develop and execute a best in class content marketing strategy, to feed into the overall marketing plan
- To develop high quality technical content in the form of guides, blog posts, webinars, application notes, whitepapers, troubleshooting pages and application protocols
- To assist in the continual optimisation of current website technical content
- If specialist application knowledge is required, work with scientists to develop new content within areas specific to them
- To work with the marketing team to monitor performance of technical content using google analytics and social media platforms
- Collaborate with other members of the marketing team to cross promote SEO, paid media channels, website conversion and other digital marketing initiatives
- If required assist with creating engaging email campaigns using content created to reach relevant audiences
- Assist in the production of sell sheets for the Expedeon sales team and the distribution network, to drive product sales
- To proofread and sign off content produced by the wider marketing team, such as email campaigns, adverts, and webpages etc
- To coordinate with 3rd parties and write press releases for industry relevant company news, such as product launches, strategic changes within the company and quarterly reports

Person Specification:

- Bachelor degree (preferably a PhD) in a Life Science discipline
- Knowledge of Protein Biochemistry and/or Nucleic Acid technologies
- 2 - 3 years' broad experience in a marketing, communications, or public relations role
- Excellent written and verbal communication skills and strong interpersonal skills
- Able to work independently, using initiative, as well as part of a busy team
- A self-starter who can put forward and initiate their ideas

- A team player who is happy to get stuck in and help the rest of the team
- Ability to work to deadlines and cope positively with time pressure across ongoing and project work