



New Marketing Role

(To be read in conjunction with Advert)

Job Title: Marketing Assistant (MA)

Base Salary: £14k - £19k subject to qualifications and experience

Reporting To: Business Development Manager (BDM)

Applications To: Mr Ian MacDougall, Business Development Manager – by post or e-mail

Closing Date: Wednesday 28 January 2009

Company Information and Background: Available from website.

Key Role: The MA will support the BDM in developing and delivering the marketing support for the products and services offered by Biobest & Integrin. The main focus of the role will be to provide logistical and administrative support for the marketing activities of both companies.

The MA will review the current project schedule each week with the BDM and agree the tasks and actions for the following week. The MA will manage the content and production & delivery logistics of outward facing communications for Biobest and Integrin as agreed with the BDM. Other duties will include any other reasonable task the BDM feels necessary to further develop the Biobest business.

Potential Project Requirements: *(Responsibility will be subject to experience and training):*

- Communication
 - Mailings – implement logistics and delivery.
 - Advertising – development of copy and media booking.
 - Websites – content management and updates.
 - Newsletters – design, content sourcing and delivery.
 - Promotional Material Management - design and ordering of materials
- Database Structure and Management
 - Suitable database structure.
 - Deliver effective mailings.
 - Manage client contact.
- Systems (LIMS) Interrogation
 - Identify suitable reports to provide customer analysis.
- Trade Event and Seminar Management
 - Logistical Planning and Support
 - Attendance



Applicant: Applications are invited from individuals with relevant experience and or qualifications. There is no specific ideal balance and applications will be considered from varied backgrounds. The following grid will allow applicants to assess their suitability for the role.

Qualifications	Required	Desirable	Advantageous
Marketing		✓	
Science			✓
Veterinary Nursing			✓
IT			✓
Experience			
Project Administration		✓	
Marketing		✓	
Veterinary - Nursing/Sales			✓
Biological Science – Laboratory/Sales			✓
IT – Database Management, Design and Publications.			✓
Event Management			✓
Skills & Attributes			
Organised	✓		
Logical	✓		
MS Office	✓		
Desk Top Publishing		✓	
Numerate	✓		
Writing Skills	✓		
Outgoing		✓	
Flexible		✓	
Driving Licence		✓	