

## Job Description

<b>Employee name</b>	<b>VACANT</b>
<b>Job title</b>	<b>Marketing &amp; Communications Executive</b>
<b>Hours</b>	<b>Part-time: c22 hours worked across 3-4 days</b>
<b>Location</b>	<b>Hybrid following initial office-based period</b>
<b>Reporting to</b>	<b>Marketing &amp; Communications Manager</b>

The Marketing and Communications Executive plays a vital role in supporting the Marketing and Communications Manager in executing strategic initiatives to promote and enhance OBN's brand and services. This position involves a combination of administrative tasks, creative and written responsibilities, CRM management, and effective communication skills to contribute to the overall success of marketing campaigns and activities.

### Key deliverables:

- **Content Creation:**
  - Ability to create impactful & professional content for various marketing materials, including promotional materials in both print and digital form, social media posts, emails and event signage.
- **Social Media Management:**
  - Help manage and update social media accounts to increase brand awareness and engagement.
  - Monitor social media trends and identify opportunities for content creation and audience engagement.
  - Staying up-to-date with industry trends and sharing with social network.
- **CRM**
  - Management of OBN's CRM system ensuring data is kept up to date through regular (daily) cleansing.
  - Report on audience engagement and demographic.
  - Implement updates to ensure the system works smoothly.
  - Solve issues as & when they arise and become the main point of contact.
- **Collaboration:**
  - Communicate effectively with internal stakeholders and external partners.
  - Collaborate internally to ensure consistency in messaging and branding across all channels.
  - "Stepping-up" to cover Marketing Manager's role in their absence.

Any other tasks as required that fall within the post-holders capabilities.

### Technical skills:

- Highly IT literate and a proficient user of Adobe Cloud Suite, in particular Photoshop, InDesign & Illustrator.
- Fluent in social media, in particular Twitter and LinkedIn in the business environment and preferably have experience of Hootsuite or a similar platform.
- Strong CRM / email marketing background with experience in a similar role.
- Ability to create impactful & professional content.
- Excellent written and spoken English (grammar, vocabulary, punctuation & spelling).
- Fluent with Office 365 suite.

**Personal Skills:**

- Strong work ethic.
- Ability to work independently and as part of a team with a highly flexible approach.
- Adaptability and willingness to learn.
- Highly organised with excellent attention to detail.
- Good interpersonal skills and a confident communicator.

**Qualifications:**

- Educated to degree level or equivalent (Life sciences / English Language preferred).
- CIM Diploma preferred.
- ~3 years communications / marketing experience, preferably within a life science environment.

**Five key skills:**

1. Be fluent in social media, in particular Twitter and LinkedIn in the business environment and preferably have experience of Hootsuite or a similar platform.
2. Ability to create impactful & professional digital content.
3. 2 years' management experience of a CRM.
4. Excellent written and spoken English (grammar, vocabulary, punctuation & spelling).
5. Highly organised / good project management & communication capabilities.

**Rewards:**

**Competitive salary**, plus discretionary performance and profit-related bonus\* (**qualification from day 1**).

\*Full bonus has been paid for the past 3 years. This role would attract a bonus of up to 15.4% salary, plus a further discretionary amount based on the level of profit above the company's annual target and/or exceptionally high personal performance;

**Other benefits include:**

- Auto-enrolment into the Company Pension scheme following 3 months' service (default contribution 9%, split equally between OBN and the employee)
- Private Healthcare following probation (as this is a benefit in kind and attracts PAYE, the take-up of this benefit is optional);
- Life assurance x 3 times salary, effective immediately;
- 25 days holiday pa fte, increasing by 1 day pa on achievement of 5, 7 and 10 year anniversary of employment;
- Personal development;
- Team social activities;
- A fabulous working environment in a new facility, within a close-knit team;
- Hybrid working, with a minimum of 2 out of 3 days in the office;
- Plenty of free car parking and access to charging points.

**Useful resources:**

<a href="http://www.obn.org.uk">www.obn.org.uk</a>	
<a href="http://www.bioforward.co.uk">www.bioforward.co.uk</a>	26 September 2023, Oxford
<a href="http://www.obn-awards.com">www.obn-awards.com</a>	22 November 2023, London
<a href="http://www.bioseed.co.uk">www.bioseed.co.uk</a>	22 January 2024, London
<a href="http://www.biotrinity.com">www.biotrinity.com</a>	23 & 24 April 2024, London

This job description is a general guideline and may be subject to change based on the specific needs and goals of the organization.