

Bionow Job Role Description

Marketing Coordinator

Hours: Part-time and flexible to be agreed

Salary Band: £22-27k pro-rata plus benefits

Reports to: CEO

Events and Marketing Coordinator Job Purpose

Bionow is an award-winning membership organisation at the heart of the life sciences sector in the North of England. A not-for-profit membership organisation, Bionow supports the life sciences sector across the North of England. Bionow does this by bringing people together at our exciting conferences and events across the North, being an advocate for the North, and providing comprehensive procurement member benefits that strengthen the competitiveness of the North's innovative life science sector. With a passion for life sciences, our mission is to provide the tools and support for our Members to become amongst the most competitive in the industry. Bionow currently has more than 300 Members and delivers more than 20 exciting events per annum often organised in parallel. For more information visit www.bionow.co.uk

The Bionow Marketing Coordinator is an important new role within the Bionow team as we continue to expand and grow our services and develop our marketing activities both for Bionow and our partners. The position will be responsible for coordinating all Bionow marketing activities delivering the strategic marketing, website and social media activities for Bionow.

Events and Marketing Coordinator Job Duties:

1. Develop and execute Bionow's marketing strategies.
2. Actively plan and deliver marketing campaigns to promote Bionow activities including:
 - Bionow meetings and conferences (both face to face and online) including loading events onto the Bionow website, e-marketing and social media.
 - Develop promotional materials to promote meetings and events (including event branding e.g. logos/web banners).
 - Coordinate and upload content and maintain the Bionow website (ensuring all copy and logos are uploaded correctly, explore for areas for development / improvement, and report on Google stats).
 - Plan, develop and implement Bionow social media activity.
 - Delivery of monthly Bionow newsletter.
 - Creation of Bionow marketing materials.
 - Overall support for the delivery of the Bionow strategic marketing plan.
 - Devise strategies and approaches to promote Bionow as an organisation.
3. Actively plan and deliver in marketing campaigns to promote Bionow members:
 - Work with partners to plan, develop and implement partners social media activity and marketing campaigns.
 - Promote webinars and other activities of Bionow Premium Members and Sponsors.

- Identify new marketing opportunities for Bionow to promote Premium Members and Sponsors.
- 4. Create original copy for social media platforms, websites and printed advertising materials for use by Bionow and also our members and partners (e.g. via marketing packs).
- 5. Understand and further develop Bionow brand guidelines and consistently implement the brand voice across all channels and marketing materials.
- 6. Monitor marketing industry news and inform team members about emerging trends and opportunities for Bionow.
- 7. Inform Bionow colleagues about campaign objectives and deliverables.
- 8. Support the Bionow Events Manager at major Bionow events.

As the role develops, there will be increased opportunities to have a significant impact on the marketing activities of Bionow, our members and partners.

Knowledge and skills required

Essential:

- Qualified to degree level, Higher National Diploma in Marketing, Communications, Advertising (or a related field) or other equivalent.
- Prior work experience in a marketing role gaining experience in both digital and traditional marketing approaches.
- Experience of successfully delivering successful marketing and social media plans and activities.
- Excellent copywriting skills to get a brand's message across.
- Creativity to develop effective strategies and campaigns.
- Excellent communication skills to convey innovative ideas and gauge the needs of customers.
- Ability to interact with organisations at all levels including at senior management / director level.
- Strong IT skills including word processing, database and data analysis applications.
- Ability to work independently and as part of a cohesive team with good project management skills.
- High degree of organisation and ability to work to strict deadlines.
- Ability to travel on occasion across the North of England.

Desirable:

- Relevant professional qualification e.g. Chartered Institute of Marketing (CIM) certificate or diploma.
- Experience of working with website CMS systems and e-Marketing platforms (e.g. MailChimp, HootSuite etc).
- Experience of working with customer relationship management (CRM) tools, data analysis software, HTML and graphic design applications.
- Previous experience in planning and hosting events.

- Flexible approach to working hours and locations.
- Experience of working in or a demonstrable interest in the life science sector.

Where will the role be based?

In common with all Bionow team members the role will be mainly based from home. Flexible working is supported at Bionow with the equipment required to enable working from home provided by Bionow. The Bionow team regularly meets up face to face in various locations. The position may also be required to meet with Bionow partners and members at their offices and attend some Bionow events which take place across the North of England. There may also be some instances where an overnight stay is required at locations in the North of England e.g., before an event.

How to apply

If you are interested in the role, please send your CV with a covering letter to Geoff Davison geoff.davison@bionow.co.uk. If you wish to discuss the role further, please contact Geoff on 07968 323381.