

Job Description

Job Title	Scientific Marketing Executive
Hours	37.5
Salary	Starting at £21k - £24k p.a.
Department	Sales & Marketing
Reports to	Sales & Marketing Manager

SCIENTIFIC MARKETING EXECUTIVE

Are you a charismatic biologist who loves to champion science? Are you up for travelling internationally, collaborating with world-renowned scientists, and getting hands-on with robots?

If so, step into an extremely varied role, one which will undoubtedly challenge and allow you to gain exposure to many aspects of the industry that larger companies might not be able to provide to scientists at the beginning of their careers. Things like product development and testing, data modelling, market research, and strategic planning.

This role could be for you if...

- You're as passionate about scientific outreach as you are about wielding a micropipette.
- You're a creative wordsmith and storyteller.
- You're a confident and engaging people-person.
- You're not put off by advertising our robot overlords, which are slowly taking over the planet.

THE TEAM

You will report directly to the Sales & Marketing Manager. You will form a crucial part of the Sales & Marketing team, working especially closely with our Digital Marketing Executive; as well as our wonderful customers and collaborators; the internal and remote international Sales force; and our Customer Success, User Experience, and Product teams to produce educational and inspirational scientific symphonies.

THE REWARD

The work you do will help scientists in laboratories in over 50 countries accelerate their research efforts on global challenges, such as cures for cancer and solutions for renewable energies.



CORE RESPONSIBILITIES

This is a marketing role first and foremost, but you'll have the chance to relive some of the wet-lab glory days!

- Scientific content creation: including blogs and scientific articles, application notes, social media posts, and product videos.
- Coordination and invigoration of an exciting, effective content marketing plan, which delivers tangible results, against key marketing objectives.
- Presenting in-person and online product demonstrations, using model organisms for that 'fingers crossed is anything going to grow?' excitement.

SECONDARY RESPONSIBILITIES

We always try to shape a job around your preferences as well as ours meaning there will be lots of opportunities for growth and development. Some of the hats you will get to try on include:

- International scientific conference organisation and attendance.
- Supporting our customers with a frontline sales response to enquiries for certain product lines.
- Collaborating with Research, User Experience, Product, and Sales teams to participate in and support practical application development.
- Market and customer research.
- Generation of training materials regarding the latest product developments and market trends.
- Increasing brand awareness within key scientific communities.
- Marketing analysis, data science, insight and attribution modelling.

REQUIREMENTS

- BSc, MSc, or recent graduate PhD in Bioinformatics, Biotechnology, Molecular Biology, Microbiology, or a similar field.
- Confident, with fantastic people, presentation and communication skills.
- A high level of written English.
- An outstanding ability to organise and prioritise.
- Enthusiastic, proactive and motivated to succeed.
- Creative bones.
- The flexibility and willingness to travel occasionally.



- Supportive of a culture of continuous improvement and able to thrive in a 'start-up style' SME work environment.

BONUS REQUIREMENTS

These aren't required but you should definitely mention in your application if you tick any of these boxes:

- Experience in scientific outreach or communications.
- Degree or CIM qualification in Marketing or a related field.
- Hands-on, practical robotics (or similar) technical experience.
- Experience with a web CMS, HTML5/CSS3 or programming languages e.g. PHP/Python/Javascript.
- Solid IT skills including spreadsheets and databases.
- Experience of having attended an international conference.
- Geeky hobbies.
- Additional languages.
- A valid and clean driving licence.

A BIT ABOUT US...

Established in 1934, Singer Instruments is a relatively small (50 people) but rapidly expanding UK-based family business that develops and provides hardware and software solutions for laboratory automation.

Our customers are doing amazing things across all facets of biological science including genetics, neuroscience, cancer biology and biofuel engineering. Our customers include the world's top 50 universities, NASA and some of the most famous beer and wine producers. The beer in your fridge may have been researched using one of our microscopes!

We've got offices in California, Singapore and Germany with our HQ in the beautiful Exmoor National Park in the South West of England.

BENEFITS

- Training
- Profit Share for Nerds
- Equity for Nerds
- Pension
- Healthcare scheme



HOLIDAY

- 29 days holiday including Bank Holidays
- Holiday bonus on length of service

LOCATION

Singer HQ, Roadwater near Minehead, Somerset

TYPE

Full-time (preferred) or Contract

PROCESS

Application deadline: 21st August, 2020

First round online interviews conclude: 4th September, 2020

Second-round interviews (if required) conclude: 11th September, 2020

Onboarding: ASAP

APPLICATIONS

Please apply at www.singerinstruments.com/jobs/

