

Marketing Executive

– Location: York, UK

Abingdon Health is looking for a creative and driven Marketing Executive with a broad range of skills to join its global Commercial Team. The Marketing Executive will work with the marketing team and liaise with the wider Commercial Team to deliver on Abingdon Health's global marketing strategy.

Reporting directly to the Digital Marketing Manager, the role will entail the following functions along with any other tasks which may be assigned from time to time:

Duties and Responsibilities

- Data entry, management and cleansing within the CRM and marketing tools.
- Review and monitor segmentation within the CRM and marketing tools.
- Review and monitor automation and workflows within marketing tools to support sales, marketing and customer services activities.
- Help create emails and paid Ads in line with campaign plans.
- Post content on social media
- Manage inbound MQLs with aim of converting to SQLs.
- Support the administration of the company's website.
- Support content and collateral creation.
- Support the Digital Marketing Manager and B2B Manager in delivering agreed activities.
- Support marketing and campaign reporting via Hubspot and Google Analytics.
- Assist in the organisation of any trade shows or exhibitions.
- Keep abreast of current trends in marketing.

General requirements

The Marketing Executive will be based in the UK Head Office in York, UK. Occasional International and UK travel may be required.

Skills

- Good working knowledge and administration experience with Hubspot or similar CRM/marketing tools.
- Excellent understanding of segmentation for nurturing campaigns and general marketing activities.
- Experience of using design software such as Photoshop or Illustrator.
- Website Content Management System editing experience.
- Marketing channels and campaign know-how.
- Copywriting skills.
- Good understanding of using LinkedIn and Twitter for business.
- Must be adaptable and can prioritise, be keen and quick to learn and develop skills while working under pressure within a busy environment.
- Working knowledge of marketing analytics and tracking.
- Commercially focused.
- Team oriented - ability to work well across the commercial team.
- Honest, dependable, and able to work with minimum supervision.
- Well-motivated with good people, written and communication skills.
- Computer literate (Office packages etc).
- Working knowledge of life science/diagnostic or manufacturing organisations is desirable but not essential.

Qualifications

- Degree or higher in marketing or equivalent professional experience (3+ years)

Reporting

- The position reports to the Digital Marketing Manager

Location

- York, United Kingdom

For all enquiries concerning career opportunities please email hr@abingdonhealth.com with Curriculum Vitae (CV).

About Abingdon Health

Abingdon Health is a technology-enabled lateral flow rapid test diagnostics company providing innovative testing solutions to a multi-industry, global client base. Located across 3 UK sites, Abingdon Health offers specialist assay development and Smartphone reader customisation alongside one of Europe's largest rapid test manufacturing outputs. By combining a multi-disciplinary approach with precision automation at scale, Abingdon Health provides the means to accelerate access to rapid diagnostic testing in support of faster decision-making and results delivery.

We do the right thing by our colleagues and our customers. We act with integrity and behave ethically across our value chains. We do what we do to have a positive influence on the health and wellbeing of our colleagues, clients and society as a whole.

Abingdon Health is headquartered in York, United Kingdom with locations in Doncaster and Birmingham. Visit www.abingdonhealth.com for more information.