



Marketing Executive

About Aran Biomedical:

Aran Biomedical design, develop and manufacture implantable medical devices, as an outsource partner to many of the leading, global medical device companies. Our innovative technology focus and biomaterials expertise foster a dynamic culture, which delivers next-generation implantable solutions.

About the Role:

Reporting to the Director of Business Development, the candidate will support the marketing function of the company and will be involved in all marketing activities expected within a business-to-business environment.

Duties and Responsibilities

- Digital Marketing:
 - Maintenance of website using content management system.
 - Tracking online metrics, SEO, management, and optimisation of PPC campaigns.
 - Manage social media updates.
 - Preparation/ distribution of company e-newsletters.
- Event Management – Preparation and support of logistics and planning, around trade shows attendances, etc.
- PR – facilitate preparation of abstracts, editorial & corporate communications.
- Sales Promotion – support development of promotional materials – brochures/ sell sheets/ presentations/ infographics/ samples.
- Advertising – support development of print/ digital advertisements.
- Market Research – market, competitor, product gap and pricing analysis.
- Strategic Marketing – translating research into clear proposals aimed at driving business growth.
- Other Marketing duties, as required.

Skills and Experience:

- Demonstrate an ability to quickly grasp and articulate technical terminology.
- Excellent written and oral communication skills.
- Strong business acumen, to conduct market research and present reports with considered and actionable feedback.
- Ability to work on own initiative, multi-task and meet deadlines.
- Skilled in MS office suite and use of social media platforms.
- Experience with Adobe Creative Cloud - InDesign, Photoshop, Illustrator.
- Product photography.
- Experience in Google Analytics and Google Ads
- Experienced with videoconferencing and webinar platforms.
- Experiencing using e-newsletter platforms and mail merge techniques.
- Creative both in terms of design and a willingness to put forward new ideas.

Qualifications:

- A degree in business or marketing is essential.
 - 2-3 years relevant experience is required.
 - Additional academic qualifications in a technical background would be advantageous.
 - Digital marketing certifications (Google, HubSpot etc.) would be advantageous, but not required.
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