

Marketing Executive, Tattenhall, Cheshire

Maternity cover

Springer Healthcare is a leading medical communications and education provider. With over 40 years' experience working with the pharmaceutical industry, we specialize in developing innovative bespoke medical content and communication solutions including scientific communications, promotional marketing programs, independent medical education and news services, and pharmaceutical sales-force training.

We're looking for a talented Marketing Executive to support our marketing team with the implementation of tactical marketing activities to promote the Springer Healthcare portfolio. You'll enjoy managing the day to day queries and requests, responses and provide general administrative support to the marketing team. This is a varied, fast-paced position that requires juggling multiple tasks and priorities on a daily basis.

You'll be able to work on your own initiative, as part of a busy team, be highly organised and able to prioritise a busy workload. You should be of graduate calibre (or equivalent), with marketing experience where you can demonstrate understanding of marketing; have a very high standard of literacy; a keen eye for detail; and excellent communication skills that allow you to work with external stakeholders and internal teams, both written and verbal. Flexibility to travel internationally and throughout the UK when required is essential.

You will:

- * Support the marketing team to develop a global marketing plan for all business groups within Springer Healthcare
- * Source, help negotiate and liaise with vendors for execution of assigned marketing initiatives
- * Handle all conference logistics
- * Manages expense tracking and reporting
- * Maintain strong client relations (internal and external), negotiation procurement, process management etc.
- * Provide insights on emerging trends and implement on-going strategies for targeted marketing tactics

This is an excellent opportunity for an individual with a background in marketing who is keen to further their existing commercial acumen.

Find out more about us:

<http://www.springerhealthcare.com/>

Contact:

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