

Job Description

Job title	<i>UK Promotion & Marketing Officer</i>
Reports to	<i>UK Sales Director</i>

Job purpose

Dedicated to UK business-to-business marketing and promotional activities to support sales of BioSure's Rapid Testing solutions, especially HIV Tests.

Main customer types include:

- E-Commerce (www.hivselftest.co.uk)
- Retail Pharmacies
- Healthcare (NHS and Private)
- 3rd Sector (e.g. charities)

Duties and responsibilities

The role requires the incumbent to support delivery of relevant elements of BioSure Marketing and Sales Strategy and Plan by:

- Working with Leadership Team and UK Sales Director to identify potential new customer types, organisations and contacts.
- Researching, writing and managing broadcast level promotional activities of the BioSure brand, its products and their benefits to potential new customers.
- Monitoring sales performance against promotional activities to evaluate cost / benefit.

Main duties include:

- Design or compilation of regular online and email promotional materials to include a newsletter style online publication.
- Identifying and drafting press releases as required.
- Management, coordination and tracking of PR / promotional activities to include press, group emails and social media posting.
- Maintenance of BioSure Contact Management System (CMS) for the UK.
- Upkeep of www.biosure.co.uk professional website to ensure that all product information and other BioSure online information is up to date and relevant.
- Monitoring sales performance to include E-Commerce sales using Google Analytics.
- Providing sales support to both existing and new customers with product performance information, benefits, sales processes and costs as required.
- Attendance at sales focused promotional meetings with UK Sales Director and other BioSure staff as required.
- To be available and willing to support the entire BioSure team with ad hoc requests as they arise.

Skills, Experience and Knowledge

The role requires certain skills and experience:

- Confident, engaging oral English communication skills.
- Concise, engaging written and competent reading English language skills (minimum level 3).
- Functional mathematical skills (minimum level 2).
- ICT Skills to include MS Office Suite (Word, Excel, PowerPoint).
- Social Media application knowledge (LinkedIn, Twitter, Facebook, Instagram).
- Web ‘competence’ and the capacity to use (or quickly develop knowledge of) generic and bespoke online applications to include:
 - Google Analytics
 - BioSure Websites (E-commerce and Professional)
 - Contact Management System (CMS)
 - Group Email Trackers

Knowledge of Sexual Health, HIV, Health Charities and Retail Pharmacies will be required to be developed and would be an advantage. Applicants should demonstrate this or how they intend on developing, with support, this knowledge once in post.

Attitudes and Behaviours

BioSure is an inclusive and supportive organisation that endeavours to enable individuals to achieve their true potential regardless of perceptible barriers that may be presented by disability, age, gender, ethnicity or sexual orientation. We are sensitive to difference without negatively discriminating.

Although no specific sexual health or HIV sector experience is required it is vital that the post holder is comfortable with the language and types of discussions that regularly happen in this world.

Even though we are all self-motivated there are times, often, that we are pushed out of our comfort zones as individuals and asked to do things that are not part of our normal role. BioSure is non-hierarchical and no task is above or beneath anyone, we are all ready to take on things in order that we support each other to succeed. These are shared values and we expect that all our staff to behave in this way.

We have fun here, we laugh a lot and we work hard as we know we are going to change the world.

Physical requirements

The role is rarely physically demanding, UK Travel may be occasionally required but most of the time it will be based in our HQ in Nazeing, Essex.

Direct reports

The role will not have any direct reports.

Approved by:	
Date approved:	
Reviewed:	