



Position: Marketing Director – Life Sciences

Reporting to: Head of Marketing

Experience: 4 years +

Kisaco Research is looking for a bright, proactive, creative and savvy event marketer to join the team for a dynamic permanent role in London. The Marketing Manager will help grow our brand presence through lead generation, delegate acquisition and associated marketing activity across our portfolios.

The Marketing Manager must have a strong grasp of event marketing fundamentals, lead generation and digital marketing and are looking to stretch their entrepreneurial and leadership side. This role involves taking responsibility for accessing relevant audiences, creating great sustainable media partnerships and growing business communities associated with our brands across the world. This person needs to be hands-on, enthusiastic, ambitious, adaptable and flexible with strong work ethic.

In addition, the Marketing Manager will be responsible for developing the event marketing strategy and providing end-to-end management of all marketing campaigns within the strategy, partnership campaigns, utilizing effective online communications to integrate with other marketing programs to extend and support the overall Kisaco Research brand experience.

Strong interpersonal skills, a positive and proactive attitude, and the ability to keep up in a fast-paced environment are needed with a background in copywriting, digital marketing, social media engagement, media partnerships– all combined to create a positive customer online experience.

Primary Responsibilities:

- **Response Analysis and Strategy Formulation** – Developing and delivering cohesive marketing campaigns that achieve targeted delegate registrations and revenue.
- **Lead Generation** – Building and researching a relevant lead database through partnerships and sourcing; creating dynamic campaigns to attract and begin conversations with potential members and clients.
- **Event Budget Management** – Managing the marketing budget for each event campaign.
- **Media Partnership Sourcing and Management** – Continually source and maintain positive relations with partners for innovative ways to increase measurable value for the business
- **Site management / SEO/PPC and SEM** – Monitor and continually improve organic and paid search results in order to increase web traffic, plus overall event site management (content and design)
- **Database Management** – Utilising the CRM (Salesforce and Pardot) to generate list build strategies
- **Event and Event Site analytics** – Manage all event weekly trackers, site analytics and closely measure performance of activity, promotions and usability.
- **Cross department collaboration** – works closely with production and sales teams, plus external web developers, designers and other external teams
- **Copywriting and Content** – creates dynamic and exciting copy for all marketing material (onsite and offsite at events), ensures that web content, web offers and online elements are continually evaluated, updated and enhanced, creates and executes strategic media/content partnerships for site stickiness
- **Social Media and Community** - Maintain Customer Engagement online through LinkedIn, Facebook, Twitter (and others) with interesting topic discussions, active participation in conversations online, as well as repurposing and promoting content
- **Line Management & Leadership** – Managing 2 direct reports, overseeing performance and training.



Qualifications & Skills:

- Will possess minimum an upper second class BSc level education in a life science or relevant science discipline
- Strong grasp of life science research and pharmaceuticals markets
- Experience using digital marketing for life science products
- Good industry understanding for life sciences or clinical diagnostics of client behaviours around these platforms
- Enthusiastic, ambitious, adaptable and flexible with a strong work ethic
- Ability to write crisp engaging marketing copy for a technical/scientific audience
- Highly organized, methodical and process-driven
- Expert in successful negotiation tactics with senior media individuals
- High level of attention to detail
- Track record of delivering campaigns/ projects to deadline and budget
- Results-driven - ensure that events plan fulfils strategic goals and drives the required business results
- Rock solid end-to-end marketing plan management
- Very strong interpersonal skills - ability to engage and influence a range of people and characters

Who we are:

Kisaco Research is an international conference company with a global portfolio across multiple sectors. We're on a mission to build a high quality global series of conferences that we and our clients feel proud to be involved with and we're looking for a confident, capable marketing manager to lead on this.