



Job Description – Marketing Co-ordinator

Title: Marketing Co-ordinator

Location: Swords, Co. Dublin (currently remote-working due to Covid-19)

Reporting to: Global Commercial Manager

We are currently recruiting for a recently qualified (over the last two years) marketing Co-ordinator to join Commercial Team based in North Dublin. The company has a number of medicinal products, medical devices and food supplements within its internationally marketed product portfolio.

Key areas of role responsibility lie within the areas of:

- Co-ordinating and implementing the marketing strategies for existing and new product portfolios for medicinal products, medical devices, and food supplements.
- Market research programmes / projects and liaising with clinical and medical experts regarding marketing activities for Kora products.
- Providing marketing support to the global commercial team, senior management team and our strategic partners.

Key Duties & Responsibilities:

- Contributing to planning, development, and implementation of marketing strategies for our existing and new portfolio, for the global team, under the direction of a Commercial Manager.
- Developing marketing messages through the utilisation of clinical & technical information for each of our international market's ethical medical device.
- Testing of marketing messages with clinicians and creation of promotional materials to support selected approach and supporting third party agencies.
- Project administrator for the selection & implementation of our CRM system.
- Conducting Market Research on new product opportunities, including desk-based research and engaging with medical experts in the area.
- Marketing communication – development and execution of marketing communication strategies.
- Development of marketing metrics and coordinating a suite of marketing reports for management.
- Generate and support annual Brand plans to implement for our international business and global strategic partners.

Person Profile:

The ideal candidate will have at least two years post qualification in a business / marketing discipline. Exposure to a Health Care environment would be of distinct advantage.

Skills & Competences:

The successful candidate will possess the following:

- Science/Business Degree. Post-Graduate in a Marketing Discipline would be an advantage.
- Exposure to a Healthcare / pharmaceutical environment with an understanding of medical environment will be of a distinct advantage.
- Excellent communication and presentation skills - both verbal and written
- Strong interpersonal skills.
- Excellent planning and organisational skills.
- Strong numeric ability and commercial awareness.
- Customer centric attitude.
- Good team player whilst being able to work independently.
- Strong personal motivation and drive to succeed.
- Keen attention to detail.

Highly Desirable skills and competencies:

- Previous Marketing/Brand Development Experience.
- Previous experience in pharma, sales, or marketing.
- Digital Marketing knowledge.
- Working knowledge or exposure to photoshop, illustrator or word press.
- Knowledge or awareness of UK Healthcare System.

Kora offers good benefits and an environment conducive to professional growth and advancement. All qualified applicants will receive consideration for employment. Kora Healthcare is an Equal Opportunity Employer

Company Values:

- Passion: "Passion is the difference between great and ordinary performance".
- Enjoyment: "Enjoy the journey"
- Effective: "Together Everyone Achieves More"
- Courage: "Be the game changer - it's not about ideas; it's about making ideas happen".
- Empowerment: "Honesty and trust is the license to empowerment and responsibility and accountability is the price of empowerment".

Closing Date for applications: 4th May 2021