

Marketing Lead – Competitive salary package

Tangent90 delivers innovative digital solutions for the Life Sciences industry, working with many of the largest pharmaceutical companies. We are in an exciting phase of accelerated growth, driven by the demand for our flagship product, Trustrack, that delivers on the key need to drive better engagement with healthcare professionals through digital channels.

Now is a fantastic time for the right candidate to join a motivated and collaborative team contributing directly to the growth and development of the company and its product portfolio.

If you are an ambitious and pro-active B2B marketing professional who shares a passion for growth, we want to hear from you.

About the role

The Marketing Lead is a key role in Tangent90, reporting directly to the CEO. In taking ownership of the marketing agenda, you will be supporting the company's strategic direction and growth plans through communicating Tangent90's position as a leader in the digital distribution of scientific content for the pharmaceutical industry

We are looking for an ambitious, focused and passionate marketer with significant B2B marketing experience gained in the software industry, ideally with a good understanding of the pharmaceutical industry.

You will be working closely with the sales and management team to develop and execute on the strategic marketing plan, ensuring all short and medium term priorities and tactics are delivered.

In addition, you will set out the plans to build out the marketing function in alignment with the company growth targets

Your contribution and responsibilities will include:

- Development of marketing strategy and plan in alignment with the company's strategic objectives
- Create awareness and demand for Tangent90 solutions through execution on the agreed marketing plan deliverables, within timelines and budget
- Create and manage content and thought leadership pieces for use across the sales team and marketing initiatives
- Work directly with customers to develop sales collateral and promotional content
- Develop approach and execute on account-based marketing, digital and hybrid events
- Manage and extend the website functionality and content, driving sales leads and enhanced SEO
- Design and setup marketing automation
- Commission and manage all external agencies
- Full line management of the Sales & Marketing assistant
- Roll-out the marketing plan and activity internally, ensuring stakeholder alignment
- Handle all social media, public relation efforts, and content marketing

The capabilities we are looking for:

- Ability to balance marketing execution with marketing leadership, enjoying the typical culture and understanding the needs of a start-up/scale-up company
- Hands-on marketer with 'rolling up your sleeves' mentality to get the job done successfully
- Demonstrable experience across key marketing disciplines, especially brand, demand generation, product marketing, and communications
- Experience with online marketing, including social media, and content marketing
- Excellent verbal communication skills and persuasive writing skills in English
- Ability to quickly adapt to change
- Team player with ability to work independently
- BA/MSc degree required in marketing, business administration or similar

Please note - Keeping safe and healthy in the workplace is important at any time but even more so in times like these. Therefore, due to Covid-19, all staff members are now working remotely until further notice. Our hiring process is no exception - to protect you, our hiring team and others around, we will be arranging remote interviews with the successful candidates.

Candidates must be eligible to work in the UK