MD - Health Marketing Assistant

Placement: MD - Health Marketing Assistant
Placement Location: Nottingham
Application Deadline: 17th June 2018

Vacancy Description
Start Date: June / July 2018
Duration: 6 months

The Host Company
An established and growing UK-based manufacturer and international distributor of medical devices and consumer healthcare products. The company distributes its products through a worldwide network of partners who, in turn, service various sales channels including, but not limited to, pharmacies, health stores, major retail, clinics, hospitals, spas, mail order and direct mail organisations.

Based in Nottingham, a vibrant city with a large student population.

The Placement

- Assist in the formulation of strategies to build a lasting on and offline connection with customers
- Write, create and dispatch off and online marketing campaigns
- Plan and monitor ongoing company presence on social media (Twitter, Facebook, Pinterest, TH Blog etc)
- Launch optimized online ads through Facebook, Pinterest, Instagram etc
- Collaborate with product team to collect relevant information for product promotions
- Collaborate with designers to improve user experience and increase conversion
- Measure performance of marketing efforts using a variety of analytical tools (GA, inhouse systems, Gi Insight etc)
- Provide accurate reports and analysis to demonstrate effective return on investment (ROI)

The Ideal Student

- Strong verbal communication skills for articulating ideas to colleagues, suppliers and customers
- Excellent written communication skills for producing high quality content
- Attention to detail and accuracy
- Knowledge of print processes and experience of print buying
- An interest in fitness, health and natural well being
- Ability to work independently and flexibly
- The capacity to prioritise and work across multiple projects
- The ability to work as part of a team
- Organisational skills with the ability to deliver a high volume of work
- Creative skills for contributing new and innovative ideas
- Networking and analytical skills
- Project management skills; you’ll also be good at handling time sensitive projects and working to deadlines
- Excellent IT skills

Interested candidates contact to: ispo@emc-dnl.co.uk or register in our website www.ispo.co.uk