

Head of Marketing

Reporting to: UK Commercial Director	Direct Reports: 4
Department: Marketing	Location: Watford – office based
Contract Type: Permanent	

Company Information

Established in 2000, Clinisupplies is a UK based medical devices company specialising in the manufacturing and marketing of products for the primary and secondary healthcare sectors. As part of the Healthium Group, one of the world's largest suppliers of wound closure products, we share the ambition to provide quality products at a competitive price in the markets we operate.

Our group Vision: Access to precision medtech for every patient, globally

Our group Values:

- Agile
- Inquisitive
- Collaborative

What do we stand for?

Same on outcomes. Better on price

At Clinisupplies, we want to make a difference in healthcare. That means understanding our customers' needs and delivering on their biggest priorities. We recognise that the NHS needs to offer quality of care and save money – that's why Clinisupplies offers products that are designed to deliver value to customers. With a strong focus on Urology, Wound & Skin care, and Wound Closure, our products and services are developed to assist clinicians and patients, with practical solutions that provide high quality outcomes at an exceptional price.

Role Summary

We are looking for a Head of Marketing to take responsibility for delivering our marketing strategies; driving the growth of our brands; ensuring all aspects of the product pipeline – from Manufacturing to Market – are successfully managed and support the achievement of our business priorities; and managing a small team of

Marketing professionals looking after our social/digital media platforms, graphic designs and web development.

The responsibilities of this role are broad and varied. You will be an experienced marketer who has worked at a senior level, is comfortable at defining strategy, yet willing to roll your sleeves up and get involved in driving the growth of our brand(s). An effective and influential leader, you will have demonstrable experience in managing and developing a team.

Role responsibilities

The following provides an indication of the key responsibilities involved in this role but is not intended to be an exhaustive list of all the duties that you may be required to do.

- Defining and delivering our marketing strategies in conjunction with our long-term strategic plan
- Responsible for devising and managing the brand and marketing of our urology, Clinidirect and bandages ranges
- Supporting the European urology range (NL and Ireland)
- Creating innovative and enduring messaging for each brand, resulting in improved market share
- Constructing user-friendly, customer-focused marketing materials, campaigns, tools and exhibition spaces that showcase the brand personality, builds brand awareness and attracts sales for our products and services
- Conducting competitive and market intelligence, sharing insights with stakeholders and the wider organisation to drive the business forward
- Managing a calendar of events, such as conferences, webinars and exhibitions
- Effectively managing a budget, establishing key performance metrics to ensure resources are deployed appropriately
- Playing a key role in our new product development pipeline and the implementation of new innovations and line extensions to enable expansion of our portfolio and to access new markets
- Lead and deliver key marketing projects from inception to implementation, influencing decision-makers and getting buy-in from project team members
- Facilitating brand adherence and messaging across all channels and franchises
- Building relationships with senior stakeholders, working closely with our Sales Directors, Heads of Clinidirect and Regulatory and other senior leaders to maximise and support all opportunities
- Clearly and effectively presenting and communicating the brand area marketing plan and strategy to senior leaders, sales and nursing teams at internal meetings and conferences
- Working closely with our Digital Communications and Events Manager to define the digital marketing channel strategy, ensuring it aligns to the needs of the wider marketing and business plans
- To keep abreast of industry news, developments, best practices
- To recognise the need for and drive continuous improvement, identifying opportunities within the department, as well as to review processes and implement improvement strategies
- To effectively manage and develop the team, providing regular feedback on performance and supporting personal development aspirations

Skills, qualifications and experience

Essential:

- Demonstrable knowledge of the healthcare industry, NHS environment and structure
- Marketing experience in the healthcare industry
- Experience of leading and developing a professional marketing team
- The ability to manage multiple programs and initiatives on time and on budget
- Experience working with and utilising the full marketing mix
- Strong numerical and analytical ability

- Excellent communication, presentation, interpersonal and stakeholder management skills
- Confident IT skills and experience – particularly MS Office (Powerpoint and Excel)

Desirable:

- Degree (or equivalent) in Business Studies or Marketing
- CIM Diploma in Professional Marketing (or equivalent)
- Experience in the medical devices industry (e.g. Urology, Continence, etc.)
- Sales experience and/or in-depth knowledge of the sales process and the demands on a field-based Sales/Key Account Manager role
- Project management experience – including successful implementation whilst leading multiple stakeholders internally and externally

Candidates must be eligible to live and work in the UK.

Clinisupplies is dedicated to the continuous development of our employees and offer excellent career prospects for the strong candidate. We offer an attractive benefits package including a competitive salary, 26 days holiday pro-rata (increasing with service) plus bank holidays, contributory pension scheme, profit related pay, private healthcare, EAP, and other varied employee benefits.

Clinisupplies Limited is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

No agencies please