



Senior Marketing Executive:

Introduction.

TE Laboratories are a science based SME based in Tullow, Co Carlow. The company operates a number of divisions which includes a number of analytical laboratories, chemical and reagent manufacture and an active R&D division.

Due to growth in all divisions the Company is now seeking an experienced Marketing executive to work closely with the Board of Directors both to develop and implement the Company's marketing strategy for all the company's divisions. The successful candidate will be responsible for reporting on, and managing the annual marketing budget. We are actively developing new products and the successful candidate will be responsible for creating marketing campaigns for these new products.

Duties and Responsibilities:

- Planning Developing and executing a marketing strategy for all divisions of the Company.
- Working with the Sales Director to ensure the accurate and timely implementation of the Company marketing plan.
- Creating marketing campaigns and providing marketing support to NPD group.
- Knowledge of analytic tools such as Adobe Analytics and Google Analytics.
- Work on the design and preparation of any promotional materials both in-house and with external designers. Some experience in graphic design would be an advantage particularly experience with Adobe photoshop and InDesign.
- Co-ordinate all group social media activities, and develop the Company's social media and digital marketing strategies.
- Manage the maintenance and development of all websites associated with the Company.
- Assist on the production of all direct mailings to customers, and provide follow up support.
- Developing marketing material to support activities such as Trade Shows and Training events.
- Updating the Salesforce CRM to improve lead generation.
- Other tasks as may be required / assigned.

Candidate Requirements:

- Educated to degree level in marketing.
- At least four years' experience in a Marketing role.
- Must be fully computer literate.
- Event management experience.
- Excellent communication skills, written and verbal - comfortable delivering presentations.
- Flexible, strong execution skills and "can do" attitude.

- High level of admin skills, with excellent attention to detail and report writing ability.
- Ability to work in a fast-paced environment.
- A strong understanding of marketing and sales techniques.