

Job description

Job Title: Digital Marketing Lead (12 Month Fixed Term Contract)

Workbase: 1 North Crofty, Tolvaddon Energy Park, Camborne, TR14 0HX

(Note: The Company Office location may change from time to time.)

Line Manager: Marketing Lead

Main Purpose of Job:

We are a global health technology company looking for an experienced, dynamic Digital Marketer to join the global marketing team and to support the Marketing Lead in the development and delivery of marketing plans and compelling campaigns. You will have strong communication skills and project management experience as well as a high level of design skills using Adobe programmes including Photoshop, Illustrator, InDesign, After Effects and Premiere Pro.

Environment:

LumiraDx Care Solutions operate from Camborne within a professional and friendly environment focused on clear commercial targets.

Functional links with:

Colleagues, Customers, Business Partners across the wider LumiraDx business.

Duties and Responsibilities.

Specific:

1. Manage the company websites, project management and coordination of web build and new web features / functionality
- Ensure the business websites' content is kept fresh and up to date at all times – including copy-writing, refreshing images and videos, and updating content and campaigns on a regular basis

LumiraDx Care Solutions UK Ltd
1 North Crofty, Tolvaddon Business Park,
Camborne, Cornwall, TR14 0HX
United Kingdom
t: +44 (0)1209 710999
www.lumiradx.com



Microsoft Partner
Gold Application Development

- Ensure websites are regularly audited – functionality, structure, features to optimise SEO and usability
 - Coordinate new or updated content for the websites including encouraging input from staff and users
 - Maintain the design and format of the websites at all times, adhering to brand guidelines
 - Ensure all content on the website is accessible and search engine optimised and follows any legal or industry guidelines where applicable
 - Provide training and guidance on the websites when required
 - Provide regular reports on website activity to SMT, x-functional group and to Product Owner where relevant
2. Responsibility for managing and optimising SEO and SEM
- Develop paid strategy to support product campaigns
 - Work with an external Google certified agency to help support the development and planning of the digital goals and objectives
 - Evaluate, monitor and advise forecast spend in relation to SEM
 - Review ad words and key words to make sure SEM is responding to changes in search
 - Understand the performance of existing content, optimising conversion
3. Work with external design / web agencies and contractors on the development of new features and products
- Coordinate activity and manage projects involving external contractors to help to deliver digital strategy well and on-time, ensuring design and content are in line with brand guidelines and corporate messaging.
4. Contribute to and manage the delivery of the digital media strategy and coordinate how ongoing social media activities support delivery of the digital objectives
- Support, lead and advise the Team in monitoring and evaluating social media activity and deliverables / KPIs in line with strategic digital objectives
 - Evaluate media channels in line with the company's marketing objectives and key messages
 - Collaborate with the rest of the business, stakeholders and users on how to produce the most compelling digital content to achieve our marketing objectives
5. Research, analysis and optimisation of all digital activities as well as industry developments and innovation so that the company's digital strategy and outputs are leading edge
- Carry out regular website and key word analysis using Google Analytics to monitor and inform developments
 - Produce a monthly digital marketing overview report

- Find new ways to encourage people to visit, interact and sign-up to the website
- Monitor activity and report key findings from Google analytics, so that amendments and improvements can be made to the site where appropriate
- Research and keep up to date on the latest trends in digital communications
- Research the digital communications/ marketing activities of competitors and customers

General:

- Create and maintain Standard Operating Procedure (SOP) and Work Instruction (WI) documentation as required.
- Participate in team and process reviews as well as retrospectives.
- Actively engage in continuous development of your skills.
- To work with and uphold the team values:
 - Enjoyment & Enthusiasm
 - Sharing Knowledge
 - Thoroughness
 - Communication
 - Teach & Develop
- Work at all times in accordance with:
 - The company Values and Culture.
 - The Health & Safety at Work Act 1974 and to follow all company procedures and guidelines that assist this.
 - The company Quality and Information Security Management Systems for example, but not limited to, ISO9001, ISO13485 & ISO27001.
 - To work at all times in accordance with the Health & Safety at Work Act 1974 and to follow all company procedures and guidelines which assist this.
 - To work at all times in accordance with the company's Dignity & Diversity Policy.
 - Data Protection Legislation, including by not limited to Data Protection Act 2018, General Data Protection Regulation 2016/679
- Undertake such other duties as may be required within the general scope of the job.

Other:

This job description is not intended to be too “prescriptive” and a degree of flexibility is expected. As business needs change, so the role and responsibilities may change subject to a full discussion and agreement on any changes.

Signed by Post Holder

Signed:.....

Date.....





Recruitment Pack: Digital Marketing Lead (12 Month Fixed Term Contract)

About LumiraDx Care Solutions and LumiraDx

LumiraDx is a global health technology business, delivering safer, more effective and cost-efficient, diagnostic-led care.

Our vision is to improve patient outcomes and lower healthcare costs. To achieve this, we deliver accurate, actionable health data quickly and simply, wherever and whenever it's needed.

Our unique integration of health and point of care diagnostic data, smart technology platform and supported self-care programmes delivers dynamic, digital healthcare solutions across whole populations that can be customised to meet the demanding healthcare requirements of today.

Our Care Solutions development unit, based at our Cornwall site, is responsible for delivering clinical knowledge, education and intelligent technology via our software and platform to enable care teams to move patients with long-term conditions toward supported, self-care.

Benefits

We have an award-winning workplace situated five minutes from local beaches, where employee wellbeing is a key focus. We are proud of our culture and operate in a sociable, relaxed and fast paced environment where innovation and collaboration is encouraged. We offer many employee benefits including, free teas, coffee, soft drinks and fruit. We also offer discounted membership at local gyms, car parking and access to our Life Coach during work time. We put on two social events per year and we offer a 5% non-contributory employer pension scheme and 25 days holiday per year plus bank holidays.

This role will be based with the Care Solutions Team.

Recruitment process

Please read the job and person specifications enclosed with this document. Please also complete the application form and return it with an optional CV to careers@LumiraDx.co.uk by 15 March 2019.

Please note that CVs received without a fully completed application form will not be considered.

Applications from overseas candidates will only be considered if they already have a valid UK work visa.

Applications will be reviewed after the closing date and a short list of candidates will be selected for a first stage interview at our Camborne office.



If selected you will be asked to bring the following original documents (photocopies will not be accepted) to the interview:

- Proof of identity (e.g. a valid passport)
- Eligibility to work in the UK
- Proof of qualifications

Person specification: Digital Marketing Lead (12 Month Fixed Term Contract)

Salary:	£25,000 - £30,000 Dependant on Experience
Holidays:	25 days plus statutory Bank Holidays per annum
Normal place of work:	Tolvaddon Energy Park, Camborne Cornwall.
Start date:	As soon as practical
Contract:	Full time, 12 month fixed term contract
Deadline for application:	15 March 2019

Assessment criteria	Essential	Desirable	How Assessed
Qualifications	Educated to A level or equivalent including Maths & English at GCSE.	Degree level qualification or equivalent experience in marketing	AF/IN
Experience	Experience in a busy office environment / Marketing department Proven practical experience in a marketing, communications or digital role Recent experience of providing a customer focused, online marketing service	Experience in a NHS/ health/ software environments Previous experience of Writing engaging copy Some understanding of software industry Knowledge of 'Agile' working practices especially where applied to marketing	AF/IN

<p>Knowledge</p>	<p>Broad knowledge of digital marketing to include social media</p> <p>An understanding of SEO techniques</p> <p>Knowledge of Google Analytics</p>	<p>An understanding of PPC</p> <p>An understanding of emerging digital techniques / trends</p>	<p>AF/IN</p>
<p>Skills and abilities</p>	<p>Exceptional level of written skills</p> <p>Proven ability to work to a high standard with attention to detail and working under own initiative</p> <p>IT skills including Microsoft Word and Excel</p> <p>Ability to use CMS</p> <p>Ability to analyse data and make recommendations</p> <p>Strong organisational and planning skills</p> <p>Time management and ability to work to tight deadlines</p> <p>Ability to work on own initiative and effectively as a team member</p>	<p>Ability to work with video editing software</p> <p>Ability to identify digital marketing opportunities for business development</p> <p>Ability to use Photoshop and Adobe suite / Indesign, or Dreamweaver</p>	<p>AF/IN</p>
<p>Attributes</p>	<p>Attention to detail</p> <p>Focus on analysis</p> <p>Iterative, results-based approach to testing activity</p> <p>Innovative thinking</p> <p>Ability to form good working relationships</p>	<p>Creative and imaginative in approach to ideas and opportunities.</p> <p>Engagement with the Culture and vision of the business</p>	<p>REF/In</p>

Position – Digital Marketing Lead (12 Month Fixed Term Contract)

The information that you provide on this form will be treated as confidential and will be used only for personnel administration.

Personal Details	
Title (Mr/Mrs/Miss/Ms/Dr):	
First name(s):	
Surname:	
Address:	
Postcode:	
Email address:	
Telephone number (Day/Evening):	
Nationality:	
National Insurance number:	
Work permit required?	
If yes please give VISA type and expiry date	
Do you have a valid Driving licence?	
Do you have the use of a car?	
Earliest available start date:	
How did you hear about this vacancy?	

Education and Training			
From	To	Institution	Qualification

Education and Training			

Professional Qualifications
<p>Please provide details of any membership of professional bodies or associations:</p>

Other Details		
Do you have any financial, business or personal interests that could conflict with the business interests of LumiraDx and LumiraDX Care Solutions UK Ltd?	Yes	No
If yes please provide details:		
Are you related to or a friend of any employee of LumiraDx Care Solutions?	Yes	No
If yes please provide details:		

Please provide details of your employment history with the most recent first. Please include any gaps in employment e.g. periods of unemployment or travelling.

Employment History	
From (MM/YY):	
To (MM/YY):	
Employer's name & address:	
Job title:	
Brief description of duties:	
Reason for leaving:	
From (MM/YY):	
To (MM/YY):	
Employer's name & address:	
Job title:	
Brief description of duties:	
Reason for leaving:	
From (MM/YY):	
To (MM/YY):	
Employer's name & address:	
Job title:	
Brief description of duties:	
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Reason for leaving:	
From (MM/YY):	
To (MM/YY):	
Employer's name & address:	
Job title:	
Brief description of duties:	
Reason for leaving:	

Other Relevant Experience
Please tell us of any other experience that you think is relevant to your application:



Suitability for the Role

Using the job and person specification please tell us why you are the most suitable candidate for the position:



Criminal Convictions		
Date	Offence	Sentence (include suspended)

Financial Information
<p>Have you ever been declared bankrupt or had any CCJs registered against you? Yes / No</p> <p>If yes, please provide full details</p>

References		
Most recent employer or college		
Name:		
Job title:		
Organisation:		
Address:		
Telephone number:		
E-Mail Address:		
May we contact this referee prior to a job offer being made?	Yes	No

References		
Second referee (previous employer or college)		
Name:		
Job title:		
Organisation:		
Address:		
Telephone number:		
E-Mail Address:		
May we contact this referee prior to a job offer being made?	Yes	No

Should you be invited to an interview you will be required to sign and date a printed copy of this completed declaration?

Declaration	
<p>I declare that the information contained in this form is accurate and complete. I understand that any false or misleading statements may result in the refusal or termination of employment by the company and any offer of employment is subject to satisfactory references being obtained.</p> <p>I authorise LumiraDx and LumiraDX Care Solutions UK Ltd to contact my referees.</p>	
Applicants signature:	
Print name:	Date: