

Junior Marketing Manager(medical devices)

Apply Now

Company: BSI

Location: Australia

Category: other-general

Great that you're thinking about a career with BSI!

Position: Junior Marketing Manager

Report to: APAC Marketing Manager

Location: Australia /New Zealand/ Malaysia (home-based)

Overview / Purpose of the position:

The Junior Marketing Manager's primary purpose is to support the creation and execution of the local annual Regulatory Services (Medical Devices) marketing plan for Australia, New Zealand and ASEAN countries , using all available marketing channels (e.g. collaterals, website, webinars, newsletters, email campaigns, social media posts, events, workshops, client visits etc). Working closely with the APAC Marketing Manager , and the local country Commercial Teams for guidance/support. The role will make a measurable positive impact on the profitable growth of market-share, revenues and profits by collaborating closely with the Country Commercial Teams, the APAC Regional Marketing Team, the Global Medical Device Marketing Team and the BSI Group Marketing Team to support the growth of the wider Global Regulatory Services (Medical Device) business.

Responsibilities & Accountabilities:

Marketing Plan

Leads the development and execution of the local annual Regulatory Services (Medical Devices) marketing plan for Australia, New Zealand and ASEAN countries with guidance from the global and regional RS marketing teams

Website

Ensure local website optimization, content development, and maintenance with guidance from Global RS Website team

Lead Generation Marketing Campaign Creation & Execution

Responsible for the delivery of the Global RS outbound marketing campaigns using the relevant marketing tools e.g. Pardot (marketing automation system).

Manage country specific lead generation campaigns across all marketing channels, including website, newsletters, social media, and webinars.

Work closely with the APAC regional marketing teams to identify opportunities to share ideas for lead generation campaigns.

Identify editorial and advertising opportunities to support lead generation activity.

Use CRM system (SFDC/Pardot), Marketing and Sales tools to best effect to deliver tailored messages to specific market segments for improved ROIs and reduced attrition.

Market Activities

Work with the RS local Commercial teams to support major trade show and BSI specific client events in Australia, New Zealand and ASEAN countries .

Planning, organisation of logistics, support during event and post event follow up of local trade fairs and events to gain sales leads, win new clients and increase client loyalty

Feedback to Global RS Marketing of local market, competitor and client analysis for medical devices in the designated markets

Management and guidance of local external service providers and agencies

Campaign Performance Management

Ensure Australia, New Zealand and ASEAN countries data is correctly segmented and remains up to date to support accuracy for lead generation campaigns.

Monitor marketing KPIs and continually improve the effectiveness of lead generation marketing campaigns.

Work closely with the RS Global Marketing team to use all available KPI's to feed into marketing annual planning.

Responsible for Regulatory Services data integrity and compliance in assigned market

Building and Maintaining Relationships

Support the achievement of Australia & New Zealand Regulatory Services revenue targets

Build strong working relationships with the local Commercial team, wider Regulatory Services upstream marketing teams and other APAC Marketing teams to strengthen “best practice sharing” and content created execution.

Reporting

Monthly reporting of marketing activity and adherence to budget

Monthly reporting of market and competitor activity

Making recommendations to global marketing for complimentary country specific campaigns that are aligned to the global campaigns that will increase local effectiveness, engagement and reach

Key Success / Performance Indicators:

Achievement – delivering results and creating value

Marketing plan achievement and deliverables within budget plan and timeframe

Customer satisfaction (internal and external)

Achievement of personal goals (PDR)

Planning and organizing

Building and retaining relationships

Team working

Travel requirements: Travel to core meetings and events as required (less than 15%)

Local hire only.

Our Excellence Behaviours: Client-centric, Agile, Collaborative. These three behaviours represent how we do things at BSI. They help us ensure that BSI is a great place to work and a highly successful business.

BSI is conducting face-to-face interviews where appropriate and possible. If you are invited

to a face-to-face interview but feel more comfortable with conducting the interview virtually, please speak to a member of our recruitment team.

[Apply Now](#)

Cross References and Citations:

1. Junior Marketing Manager(medical devices) Automobilejobs Jobs Australia Automobilejobs ↗
2. Junior Marketing Manager(medical devices) NewyorkjobsJobs Australia Newyorkjobs↗
3. Junior Marketing Manager(medical devices) Maxillofacialjobs Jobs Australia Maxillofacialjobs ↗
4. Junior Marketing Manager(medical devices) Russiajobs Jobs Australia Russiajobs ↗
5. Junior Marketing Manager(medical devices) Angularjobs Jobs Australia Angularjobs ↗
6. Junior Marketing Manager(medical devices) Czechiajobs Jobs Australia Czechiajobs ↗
7. Junior Marketing Manager(medical devices) TraveljobsJobs Australia Traveljobs ↗
8. Junior Marketing Manager(medical devices) Findfreelancerjobs Jobs Australia Findfreelancerjobs ↗
9. Junior Marketing Manager(medical devices) Workfromhomejobs Jobs Australia Workfromhomejobs ↗
10. Junior Marketing Manager(medical devices)Logisticsjobs Jobs Australia Logisticsjobs
11. Junior Marketing Manager(medical devices)Londonjobscareer Jobs Australia Londonjobscareer ↗
12. Junior Marketing Manager(medical devices)MadinahjobsJobs Australia Madinahjobs↗
13. Junior Marketing Manager(medical devices)Viennajobs Jobs Australia Viennajobs ↗
14. Junior Marketing Manager(medical devices)Fresherjobs Jobs Australia Fresherjobs ↗
15. Junior Marketing Manager(medical devices)UruguayjobsJobs Australia Uruguayjobs↗
16. Junior Marketing Manager(medical devices)Flutterjobsnearme Jobs Australia Flutterjobsnearme ↗
17. Junior Marketing Manager(medical devices)SerbiajobsJobs Australia Serbiajobs↗
18. Junior Marketing Manager(medical devices)Videographerjobs Jobs Australia

Videographerjobs ↗

19. **Junior marketing manager(medical devices) Jobs Australia** ↗
20. **AMP Version of Junior marketing manager(medical devices)** ↗
21. **Junior marketing manager(medical devices) Australia Jobs** ↗
22. **Junior marketing manager(medical devices) JobsAustralia** ↗
23. **Junior marketing manager(medical devices) Job Search** ↗
24. **Junior marketing manager(medical devices) Search** ↗
25. **Junior marketing manager(medical devices) Find Jobs** ↗

Source:<https://au.expertini.com/jobs/job/junior-marketing-manager-medical-devices--australia-b51-cbee77b08b/>

Generated on: 2024-05-03 by Expertini.Com