



Marketing and Communications Events Manager

LifeArc is at an exciting point in its evolution. We have a new CEO and an updated vision. We are planning to increase our work as a charity to advance medical research so it can benefit patients.

At LifeArc, we bridge the gap from early research to the point where it can be used by patients, as new experimental therapies or diagnostics. We are uniquely placed to do this as we partner with others to provide both the skills and expertise needed to navigate the challenges of medical translation. Our partners include medical charities, research organisations and scientists.

We are looking for an experienced marketing manager who could help us raise awareness of our work and grow our opportunities to collaborate.

The ideal candidate will be experienced in developing and evaluating marketing plans, ideally within a medical/life sciences setting. This role will work closely with our business development team, our marketing and CRM suppliers and our senior leadership team.

Your main responsibilities include:

- Developing and executing a marketing strategy and plans in a specialist B2B area, including on and off-line marketing campaigns, print collateral, brand assets and product copy writing
- Managing our advertiser/agency and supplier relationships, ensuring productive and efficient work
- Planning, organising and attending promotional events and sponsorship at key conferences and other venues
- Acting as guardian of our brand, helping the organisation and external partners to understand and follow our brand guidelines
- Present ideas and final deliverables to internal and external teams, and communicate with senior leaders about marketing programmes, strategies, and budgets

The ideal candidate will have:

- Relevant experience in B2B marketing, including managing campaigns and events from brief writing through to conclusion and evaluation.
- Experience and knowledge of the life sciences sector and/or the medical research community would be a plus
- A proven ability to write and evaluate copy for online and offline channels
- The ability to build effective relationships quickly, inspire trust and influence people
- The ability to prioritise workload and meet deadlines
- Experience in managing and evaluating campaigns, including social media and online activity

What you will get from LifeArc:

- 31 days annual leave plus bank holidays
- Excellent pension scheme – a defined contribution pension scheme, where we will contribute towards your pension
- Interest-free travel loan
- Private health insurance and other flexible benefits scheme
- A commitment to support your development

Your salary will be determined by qualifications and experience. This role can be based either at our London or Stevenage sites. Travel between the offices is expected.

LifeArc is committed to the principles and practices of equal opportunities and to encouraging the establishment of a diverse workforce. It is our policy to employ individuals on the basis of their suitability for the work to be performed and their potential for development, regardless of age, sex,



race, colour, nationality, ethnic or national origin, disability, marital status, pregnancy or maternity, sexual orientation, gender reassignment, religion or belief. This includes creating a culture that fully reflects our commitment to equal opportunities for all.

To apply please email your CV and covering letter explaining why you want to work for LifeArc to: recruitment@lifearc.org

Closing date: 1st April 2019