

Job Title:	Marketing & Business Development Manager	Position Type:	Full-time
Location:	Judges House, Laughton	Travel Required:	50%
HR Contact:	personnel@quorumtech.com	Date posted:	October 19, 2021

Job Description

MAIN PURPOSE OF JOB

This is a new role, providing strategic leadership as well as managing business development and marketing activities. The Marketing & Business Development Manager will work with the Leadership Team to develop and implement the business development and marketing strategy.

RELATIONSHIPS

REPORTS TO: Managing Director

RESPONSIBLE FOR: NA

INTERACTS WITH: Sales, Customers, External Providers

ROLE AND RESPONSIBILITIES

The Marketing & Business Development Manager is part of the Sales & Marketing team, reporting to the Managing Director.

Main responsibilities:

Provide industry knowledge and analysis through primary and secondary research. Key tasks include:

- Maintain knowledge of electron microscope innovations and keep abreast of new sample preparation techniques and methodologies;
- Research and analyse market trends in electron microscope sample preparation and related technologies;
- Assess new technologies and their possible application to electron microscopy;
- Conduct competitor analysis and market research to identify trends in the market and determine “why” the company should develop a new product and “what” is required;
- Understand customer values & gain customer insights (to inform what we do next).

Work with sales managers and key customers to develop business cases to drive new product development. Key tasks include:

- Develop product, sales and marketing strategies consistent with segmentation analysis.
- Present findings and suggestions to senior managers and document conclusions in a preliminary requirements document;
- Work with cross-functional teams to deliver the complete solution.

Develop a marketing plan and strategy for business development of Quorum’s product range. Key tasks include:

- Identify target markets and set out a product vision and strategies to reach them;
- Gather and promote the most relevant ideas into features with quantifiable customer value;
- Design qualitative and quantitative research plans for products in all stages of the Product Life Cycle e.g. research questionnaires and moderator guides;
- Analyse sales performance by product profitability & volume to inform strategies on product planning
- Conduct win/loss analysis on sales;

- Develop methods to measure end-user satisfaction in order to identify ways of improving existing products and services;
- Apply results of Market Research to place end-user requests into a broader context e.g. identify if a given request for additional functionality applies to a broad market or is unique to a given end-user, and quantify the perceived value of that functionality;

Develop and manage end-to-end campaigns to launch, promote and evaluate products. Key tasks include:

- Marketing Plan – Budget responsibility for Conferences, Exhibitions & Symposia;
- Benefits based Customer Segmentation to inform Product Development & Competitive Positioning;
- Effective marketing messaging based on customer benefits;
- Website Content & Social Media Content;
- Brand Management;
- Market Appraisals by Geography & by Product.
- Develop & implement the CARE model (Capability – Awareness – Reach – Effectiveness) for Quorum.

Assist the business to win orders through strong customer relationship skills. Key tasks include:

- Ensure customer focus by forming close relationships with key OEMs, distributors and end-users;
- Drive CRM implementation for monthly reports analysing results – this includes breakdown of orders/sales/margin
- Upload pricing and discount levels onto SAP – ensuring it complies with discount policy and formal agreements with customers;
- Support the Commercial Director in analysing data and preparing forecasts. Combine data received from sales channels with market and seasonality trends to prepare 12-month order forecast and liaise with Production Planning to produce 12-month sales forecast;
- Assist in the annual budget process with data analysis and forecasting;
- Ensure accuracy of data within SAP B1 and other reporting systems.

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

PERFORMANCE MEASUREMENT

- Provision of clear and concise marketing plans with specific and achievable goals;
- Working with colleagues to ensure achievement of the marketing goals;
- Concise, detailed and accurate reporting of past results, future forecasts and departmental KPIs as required by senior management;
- Ability to meet customer expectations and to maintain Quorum’s established reputation for excellence;
- Ability to ensure that all established administrative routines and records are kept accurately and up to date.

QUALIFICATIONS AND EDUCATION REQUIREMENTS

A relevant science, marketing and/or business development background (preferably MSc/PhD/MBA)

REQUIRED EXPERIENCE AND SKILLS

The successful candidate must have:

Significant experience in business development/sales and marketing to R&D or comparable environment is essential;

Extensive business development/sales and marketing knowledge and skills are essential, including a proven ability in developing and embedding strategic and tactical methodologies, systems and processes at an organisation level, acting as an agent for change;

Authority on key market support services such as CRM databases, Key Account programmes, Website management, etc.
Very strong research and analytical skills including the ability to interpret data, generate insights, and construct solutions in the form of business and/or marketing plans;

The role will require a high amount of interaction with a wide range of internal stakeholders across the business, as well as external stakeholders, distributors, and OEMs, therefore an ability to communicate effectively at all levels will be a key requirement.

Demonstrated ability to work confidently and effectively with senior management to board level;

Ability to cope with rapidly changing demands on time and prioritise jobs according to urgency;

Excellent communication skills, the ability to challenge and question while maintaining positive relationships

PREFERRED EXPERIENCE AND SKILLS

Experience working with Electron Microscopes would be a distinct advantage;

Good financial acumen and modelling skills.

ADDITIONAL NOTES:

The role will require significant amounts of overseas travel, at least one week per month, on top of attending meetings at Quorum HQ. Valid driving licence and passport required.

Attendance at trade shows means that ability to sit/stand for long periods is required;

Assisting with packing/unpacking products will require bending, lifting and carrying heavy equipment.

Key Words: marketing | electron microscopy | sample preparation | scientific instrumentation | business development | CRM