

## Marketing Associate

**Job Department:** Marketing

**Location:** Office based in Milton Keynes, UK (first 3 months based in Verona, Italy)

**Job Type:** Permanent, Full time

### Position Description:

An exciting opening has arisen for a Marketing Associate to join our rapidly expanding and global team. This is a fantastic opportunity for a strategic and creative individual looking to develop an international marketing career within the Life Sciences sector. You will be working for our Contract Research Organisation which forms part of our dynamic and growing Holding Group of companies within the Life Sciences and Technology sector.

The role is based in our office in Milton Keynes (UK). However, the first 3 months offers the unique opportunity to be based at our Head Office in Verona, Italy, where you will be provided with first class training, guidance and development whilst working closely with your Italian colleagues.

Supporting the Marketing Director, you will undertake a range of marketing operational and administrative tasks to ensure the functionality and coordination of department activities in line with the company's strategy and objectives.

### Principal responsibilities:

- Support the Marketing Director in the preparation of marketing material (brochures, flyers, newsletters) and liaise with graphic designers, printers and web designers
- Help organise promotional events attended or hosted by CROS NT
- Support with lead generation and qualification coordinating efforts with the BD team
- Take responsibility for social media accounts under the direction of the Marketing Director
- Prepare marketing company communications, marketing campaigns, social media updates and press releases with the supervision of the Marketing Director
- Maintain the company CRM system
- Support with the digital marketing strategy: website content, SEO and inbound marketing campaigns, email marketing etc.
- Conduct market research to analyse competitors and support with new product development strategy

### Skills and Experience Required:

- Bachelor's degree in Marketing or a Business-related field
- Marketing, Business Communication and Social Media knowledge
- Knowledge of CRM and/or marketing automation tools would be an advantage
- Excellent knowledge of MS Office Suite (in particular Excel and PowerPoint)
- Fluent English, a second European language would be a plus
- Good presentation skills
- Willingness to travel on occasion as required

To apply for this position, send your CV, along with a cover/presentation letter, to [careers@crost.com](mailto:careers@crost.com) with the job position in the subject line.

### CROS NT CAREERS

As a global Contract Research Organization (CRO), CROS NT enhances clinical trial outcomes and optimizes vendor oversight with data-driven services and solutions. With over 25 years in business, CROS NT relies on its heritage in data-centric solutions to provide expert biometrics and data science services (data management, biostatistics



programming and analysis), medical writing, pharmacovigilance, regulatory consultancy and clinical project management and monitoring. We have offices in Europe, the United States and India.

People are at the heart of CROS NT's philosophy, which is focused on providing a centre of excellence to its customers, and we believe in empowering our employees to think differently, work creatively and challenge the status quo. At CROS NT, you really can make a difference.

We are committed to providing the very best career development opportunities that encourage you to progress in the direction of your strengths and aspirations, so whether you're looking to develop your technical expertise, project leadership or line management skills, we work with you to help you achieve your goals.