

Digital Marketing Specialist



The Role:

Reporting to the Head of Marketing, the successful candidate will play a key role in expanding PEI's digital Marketing capabilities to drive sales, customer engagement and to positively promote the PEI brand. This role includes a principle focus on Digital Marketing (~75% of time), but also requires supporting other general Marketing activities (~25% of time) such as Product Management, Professional Education and Events.

The Person:

You are someone who has a passion for Digital Marketing and understands the impact that strong messaging has with both customers and internal stakeholders. You are a strategic thinker, who can work independently under pressure, has excellent attention to detail and good general business acumen. You will require strong written and verbal communication skills and the ability to engage with all departments within PEI (with a predominant focus on supporting the sales force). A flexible, hands-on approach is essential as PEI's Marketing requirements are diverse and often changeable.

The Company:

Named a "Great Place to Work" for 2021, PEI is a leading medical and surgical sales, marketing and distribution company. PEI's product portfolio includes major brands from world class manufacturers such as DePuy Synthes, Boston Scientific, Medtronic, Ansell and ResMed. This is an exciting opportunity to work for a company with a strong culture - built around key Behavioural Standards - which focuses on developing its people to deliver service solutions to customers.

Requirements:

- Bachelor's degree (or higher) in Marketing
- Minimum 5+ years' experience working in a predominantly digital Marketing role
- Proven attention to detail and problem-solving capabilities
- Ability to perform effectively under pressure and changing circumstances
- Expense budget management
- Self-motivated
- Time management skills with a focus on working to deadlines
- Strong literacy in Microsoft Office
- Experience with graphic-design software (Photoshop, InDesign etc)
- Experience with building/maintaining websites (ideally Wordpress & Webflow)

Not Essential, but an Advantage:

- A background in Design
- Experience with App design/development
- Experience managing projects with third-party creative agencies

Roles & Responsibilities:

Reporting to the Head of Marketing, below is an outline of responsibilities:

- Coordinate with contracted creative agencies to deliver key digital projects
- Website development
- Digital content creation/management
- Copywriting
- Creation of sales collateral
- Development of proposals & key presentations
- Management of digital advertising
- Management of Social Media activity
- Analytics
- Take an active part, where possible and appropriate, in PEI initiatives
- Delivery of first-class support and service in line with expected standards from PEI
- Any ad hoc duties as required

PEI Compensation Package:

An attractive package is available to the right candidate.

How to Apply:

To apply for this position, please send your C.V. and cover letter to hr@pei.ie, and include the job title and your name in the subject line of your email.