

Regional Marketing Manager- Food Microbiology (Maternity Cover)

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Company: Thermo Fisher Scientific

Location: United Kingdom

Category: other-general

When you are part of the team at Thermo Fisher Scientific, you will do meaningful work, that makes a positive impact on a global scale! Join more than 100,000 colleagues who bring our Mission to life every single day to enable our customers to make the world healthier, cleaner, and safer. You will find the resources here to achieve your career goals and help take science a step beyond by developing solutions for some of the world's toughest challenges. This includes protecting the environment, making sure our food is safe, and helping find cures for cancer.

Location/Division Specific Information

You will join our Regional Marketing team within the Microbiology Division. Our team plays a vital role in fast identification and targeted treatment for diseases, ensuring food safety, and improving quality and efficiency in pharmaceutical and biopharmaceutical manufacturing. With 150 years of experience in microbiology, our products help customers find quick and effective treatments for diseases and foodborne pathogens. Our advanced manufacturing facilities deliver high-performance, quality microbiology products that customers can rely on.

How you will make an impact

Acting as the voice of customer for our industrial sector in Europe, you will coordinate the development and implementation of regional campaigns and globally developed programs to support revenue objectives for the industrial portfolio. This is an exciting, visible, and dynamic position within an amazing team.

What will you do?

Lead a successful plan to achieve financial and market goals for designated portfolios, including instruments and consumables

Develop, manage, and report on portfolio-/region-specific marketing plans, tactics, and roadmaps from concept to completion, alongside other regional and global marketing managers

Analyse and interpret data to identify new market opportunities, ensure a healthy marketing funnel, and advise on broader opportunities for the business

Analyse, interpret, and report out campaign/tactic effectiveness and ROI to various stakeholders, including commercial leaders

Collaborate with commercial partners to develop meaningful tools that make an impact towards incremental revenue growth

Develop and implement tools to promote sales force activation, effectiveness and engagement with assistance from relevant partners

Manage marketing budget, important metrics, and roadmaps to ensure timely execution and adherence to plan

Influence product management, global, and regional cross-functional teams as an individual contributor to ensure regional needs are met for key channels and customer segments

Travel approximately 5-10% within Europe; complete additional responsibilities and duties as assigned

What are we looking for?

Bachelor's degree required (Master's degree preferred) preferably in molecular biology, genetics, biology, microbiology, and/or cell biology or related field.

A strong marketing performance history spanning from marketing strategy to tactical execution including web, ecommerce, seminars, conferences, social and other digital channels.

Knowledge of the microbiology market, key competitors, and technology applications;
Sales, marketing, and/or lab experience

Analytical skills with the ability to identify solutions based on data and continuously improve overall marketing efficiencies

Benefits

We are a Fortune 500 company and maintain a pay-for-performance culture; we provide an extensive onboarding program and continued training throughout your career; access to the most important scientific research laboratories in the territory; we offer flexible work arrangements and many personal growth opportunities.

Excellent basic salary plus bonus

Private healthcare

Employee assistance program

Regional specific benefits

Thermo Fisher Scientific offers employment with an innovative, forward-thinking organization, and outstanding career and development prospects. We offer an exciting company culture that stands for integrity, intensity, involvement, and innovation.

Thermo Fisher Scientific is an EEO/Affirmative Action Employer and does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity, national origin, protected veteran status, disability or any other legally protected status.

We will ensure that individuals with disabilities are provided reasonable accommodation to participate in the job application or interview process, to perform crucial job functions, and to receive other benefits and privileges of employment. Please contact us to request accommodation.

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