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## Job Description – Marketing Coordinator

<b>Job title</b>	Marketing Coordinator
<b>Reports to</b>	Chief Marketing Officer
<b>Location</b>	Remote – European Based (Edinburgh, UK or Tampere, Finland preferred)

### About Combinostics

Using a combination of science and innovative AI technology, Finish based Combinostics aims to make a difference in the lives of patients with neurological disorders. By quantifying brain images and integrating patient data from multiple sources with insights from previous patients, our one-of-a-kind cloud software provides radiologists and clinicians the support they need for confident, evidence-based diagnostic and management decisions. We are constantly looking forward to addressing the next challenge, whether it's aiding patient selection in clinical trials of disease-modifying drugs for Alzheimer's disease or putting tools directly in the hands of patients. We continue to innovate in new ways to support clinicians to provide the best care for their patients.

### Who are looking for?

A Marketing Coordinator to join our highly professional and passionate team. In this role, you will have the opportunity to make a real difference in a growing and exciting organization. The successful candidate will work within the marketing team to execute on marketing plans. Responsibilities will include helping identify marketing opportunities for growth, support preparation for congresses and events, management of lead nurture campaigns, content development, digital and graphic support and day to day oversight of marketing systems.

### What you will do?

- Coordination of events, including booking and project management of events
- Responsible for implementing a year round campaign schedule including social media and lead nurturing activities
- Analysis and reporting of content and communication campaigns

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- Creation of marketing materials and graphics such as video's, brochures, white papers, case studies, and presentations
- Day to day management of marketing systems including Hubspot CRM and marketing automation
- Website development including basic SEO, webpage updates and development of landing pages
- Learning and working with various types of software for digital marketing
- Collaborate with the marketing team on marketing planning
- Maintain and develop existing competitive intelligence tools
- Help identify marketing trends and key opportunities for innovation

### Requirements

- 2+ years experience in a marketing role, B2B experience preferred
- Bachelor's Degree in Marketing, Business or a Related Field preferred
- Demonstratable project management experience
- Experience managing events desired
- Experience in running digital campaigns
- Experience in developing campaign analytics
- Previous experience with CRM system desired
- Strong time managements skills
- Can-do attitude you need to be a solid contributor to all things Combinostics
- Effective written and verbal communication skills
- Effective planning and organizational skills
- Proficiency in computer usage, especially MS Office Suite (Excel, Word, PowerPoint), familiar with Adobe creative Suite preferred