

## Marketing Specialist – UltraPure International (UPI)

### Role Purpose

Based out of the Cork headquarters of the ESI Technologies Group (founded in 1919 & an Indutrade company since 2013) located in Dunkettle, Co. Cork, and reporting to the President of UltraPure International this is a newly created role due to the expansion and development within the Life Science business area of our parent company, Indutrade AB.

Designed to support the marketing functions within the Ultrapure International (UPI) manufacturing group, this position will involve working closely with the UPI president. Successful candidate will be a self-starter but also work as part of a team, involving direct interaction with our global partners sales and marketing divisions.

**Ultrapure International (UPI)** is a brand independent ISO certified Single Use component assembly company serving the Life Science industry sectors and is a subsidiary company of the ESI Technologies Group (parent company Indutrade AB).

**Indutrade AB**, with headquarters in Raseborgsgatan, Kista, Sweden, is an international technology and industrial business group, that today consists of more than two hundred companies in more than thirty countries on six continents.

Indutrade companies offer sustainable solutions that enhance our own, and our customers', competitiveness. They manufacture, develop, and sell components, systems, and services with a high technology content, in a wide range of industries, including infrastructure and construction, medical technology and pharmaceutical, engineering, energy, water/wastewater and food.

### Principal Responsibilities

- Establishing the UPI brand, including the setting up of brand guidelines.
- Development and implementation of the UPI marketing strategy.
- Liaising with website designers to develop & manage the UPI website & to migrate brochure website into product based & lead generation platform, including content creation, blogs, imagery, video etc as needed, ensuring an SEO focused approach.
- Developing marketing/promotional content for UPI manufacturing, which can be utilised across our 13 global technical sales partner companies within the group (Europe & China).
- Creation & management of social media advertising & lead generation campaigns i.e., LinkedIn, Google, Print/Online publications etc.
- Managing all aspects of marketing campaign development from market research planning through to implementation and evaluation, on both a global and regional level.
- Leading enterprise-level, public engagement, and international trade show, exhibition, seminar, delivery projects.

- Developing and delivering marketing plans to maximise penetration within Biopharmaceutical market sector.
- Developing digital first activities & lead generation to support sales planning and strategies.
- Working with product management to market and promote new product lines.
- Diary, meeting & travel management for related marketing activities.
- Generation of applicable reporting & analytics to support the role.

### **Preferred Experience/Skills**

- Minimum 3 years' experience in a similar role.
- A Bachelor's degree in Marketing or business-related field of study would be an advantage.
- Track record of developing marketing plans and campaigns strong project management, multitasking, and decision-making, metrics-driven marketing skills.
- Experience with event management, exhibitions, webinars etc.
- Strong knowledge of related market tools & platforms such as LinkedIn, SEO, Microsoft suite, WordPress etc.
- Experience with marketing automation, CRM tools, online marketing, and social media strategy.
- Familiarisation with interactive applications and networking platforms.
- Proficiency in Adobe Creative Suite preferred but not essential.
- Excellent written, verbal and presentation skills.
- A team player with strong interpersonal skills.
- Ability to work independently on own initiative and as part of a team.
- Willingness and ability to travel, as required.

**Job type: Permanent.**

**Living Location: Cork (Republic of Ireland) area.**

**Remuneration package is commensurate with experience.**

**Prospects:** This is an exciting opportunity for a marketing professional to collaborate with global sales teams, to develop processes and activities in this new role, promoting a growing technical product portfolio, to provide innovative products and services to the Life Science sector, within an already well-established organisation, as part of the Indutrade group of companies.

**Applications in writing to:**

If this position seems of interest, then please email your CV and relevant details to [HR@esitechgroup.com](mailto:HR@esitechgroup.com)