

Marketing Associate

Reach your career goals with EirGen Pharma, your future could be here

Eirgen was founded in 2005 and since then we have continually grown and now employ over 180 employees at our site in Waterford. Our strengths lie in our capability to rapidly introduce new products and add additional volume to existing products - ensuring supply for new product launches and expanding market opportunities.

What makes us different is that while we continue to grow our business we have still maintained that small company feel to our culture which enables us to ensure that our employees are always front and centre in everything we do. By creating a progressive and dynamic working environment, where hard work and enjoyment aren't mutually exclusive, we have created a high performing, people-centric culture which allows us to work in an environment where the focus is always on ensuring that the patient comes first.

We currently have an opportunity for a **Marketing Associate** to join our Business Development Team. In this role you will conduct market research, drive promotional events and help create advertising material to drive social media and web site traffic.

Responsibilities:

In collaboration with internal stakeholders you will:

- Conduct market research to identify new revenue opportunities and potential new clients
- Gather and analyse customer behaviour data (e.g. web traffic and rankings)
- Create reports on marketing and sales metrics, like conversion rates
- Assist with organising promotional events
- Coordinate with the Marketing Design and Content teams to create advertising material (e.g. brochures and newsletters)
- Keep organized records of marketing metrics and results of past campaigns
- Monitor competitors' marketing activities
- Manage daily administrative tasks to ensure the Business Development department runs smoothly

Health & Safety:

- Continuously promote a positive safety culture by leading by example.
- Implement safety requirements as per site documentation including SOP's, Safety Statement and COP's. Report any defects.

About you

You are qualified to degree level in a business discipline with a post-graduate qualification advantageous, and also possess a knowledge of marketing digital tools and techniques.

A goal-oriented person with strong analytical skills you possess excellent communication and presentation ability along with computer skills, including MS Excel, web analytics and Google Adwords. You enjoy solving problems, customer relationship management, negotiating and decision making and you manage time and priorities effectively.

A strong team member you naturally take a collaborative approach, engage cross functionally and have an awareness of project management. You bring energy and influence and a continuous improvement mindset.

Working at Eirgen – What to expect

At Eirgen, we have developed a diverse, people-centric, high performance culture where people are enabled to achieve their potential.

If you are working at Eirgen, then we think you've got something special. Our employees are high-performing and work as part of a cohesive team, they are dedicated people who are driven to succeed and are rewarded with competitive salaries and an attractive range of benefits including opportunities for career progression and continuing education.

Apply for the above role by sending your up to date CV to opportunities@eirgen.com including the job title in the subject.