



**Bia Analytical**

CANDIDATE BRIEF

Marketing Manager

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## Role Summary

Role: Marketing Manager

Company: Bia Analytical Ltd

Location: UK

Reporting to: Chief Executive Officer

Hours: Full-time, 37.5 hours per week

### Opportunity

Are you passionate about leveraging cutting-edge science to drive impactful marketing strategies? Bia Analytical is seeking a visionary Marketing Manager to lead our marketing efforts and propel our brand to new heights. Reporting directly to the CEO, you will be instrumental in shaping and executing comprehensive marketing campaigns that amplify our message of food integrity across global supply chains. Collaborating closely with the team, you will develop integrated marketing plans to support sales objectives and drive customer engagement. This role offers a unique opportunity for you to leverage your creativity and strategic acumen and position Bia Analytical as the industry leader in food authenticity testing. If you're a forward-thinking marketer with a proven track record of delivering world-class marketing initiatives, join us in our mission to revolutionise the future of food quality and safety.

### Key Responsibilities:

- As the Marketing Manager, you will be instrumental in developing and executing strategic marketing plans that align with our company objectives, driving brand awareness, customer acquisition, and most importantly, revenue growth.
- Lead the development of compelling marketing collateral, including sales materials, website content, case studies, white papers, and thought leadership pieces.
- Manage digital marketing initiatives, including website optimisation, SEO/SEM, email marketing, and social media campaigns to enhance brand visibility and engagement.
- You will lead the marketing team and collaborate closely with the rest of the company to create and implement product launch strategies. Your role will ensure seamless coordination between marketing, sales, and product development, helping to foster a team environment that values collective success.
- Conduct market research and competitive analysis to identify emerging trends, market opportunities, and customer insights.
- Plan and execute participation in industry events, conferences, and trade shows to showcase Bia Analytical's expertise and solutions.
- Monitor and analyse marketing performance metrics, providing regular reports and insights to optimise campaign effectiveness and ROI.
- Cultivate and maintain relationships with key stakeholders, including customers, partners, industry influencers, and media outlets.
- Stay abreast of industry developments, regulatory changes, and competitive landscape to inform marketing strategies and messaging.

## Qualifications:

- Preferably a Bachelor's degree in Marketing, Business Administration, or related field.
- Proven experience (3+ years) in a strategic marketing role, preferably in the B2B or scientific/technical industry.
- Strong leadership skills with the ability to inspire and motivate cross-functional teams.
- Exceptional communication and storytelling abilities, with a knack for crafting compelling messages tailored to diverse audiences.
- Demonstrated expertise in digital marketing channels and tools, including website management, email marketing platforms, and social media management.
- Analytical mindset with proficiency in marketing analytics and data-driven decision-making.
- Creative thinker with a passion for innovation and continuous improvement.
- Experience in the food industry or related fields is a plus.
- Ability to thrive in a fast-paced, entrepreneurial environment with a high degree of autonomy.
- Strong project management skills with the ability to prioritise and manage multiple initiatives simultaneously.

## Why Bia Analytical?

At Bia Analytical, we're not just pioneering scientific breakthroughs but transforming how the world thinks about food authenticity. Join our team of visionary innovators and play a pivotal role in shaping the future of food quality and safety. With a dynamic work environment, competitive compensation, and ample opportunities for professional growth, Bia Analytical offers an exciting career path for a driven marketer ready to make a meaningful impact. Be a part of our journey and help us build a world-class marketing function that elevates our brand to new heights.

## Contact Information

Applications including CVs to:

Lauren Fleming c/o

Email: [recruitment@bia-analytical.com](mailto:recruitment@bia-analytical.com)

## About Bia Analytical Ltd

Bia Analytical is a leading UK food authentication solution provider in Belfast, Northern Ireland. Our facilities are housed within the Institute for Global Food Security (IGFS) at Queen's University Belfast (QUB). We have developed industry-leading, cutting-edge food adulteration testing methods that can help protect the entire food supply chain against food fraud and offer reassurance that food products have been tested with the best detection methods possible. We provide portable and cloud-based solutions to make our world-leading science available to the broadest market. We aim to ensure food integrity across global supply chains and to be the future of food quality, authenticity, and safety analysis.

The business, led by Non-Executive Chairman Dr Clive Black, spun out of the Institute for Global Food Security in April 2020 and has spent the last three years refining and developing its products. The business has just raised £1.2m to kick-start its commercial sales and the continued development of its product offerings.

The company enjoys an excellent reputation for its responsive, consultative sales approach. As an innovative, focused, customer-driven company, we believe our people set us apart and propel us forward.

### Bia Analytical Highlights

- Highly experienced founding team of scientists – pre-eminent in their field.
- Science led by Prof. Chris Elliott, who chaired the Horse Meat scandal enquiry for the UK Government in 2013.
- Highly experienced Board with a strong contact base across the food, drink, and non-food industries.
- Diverse investor base with leading institutional and high net-worth private investors.
- Cutting-edge science that is leading the way in tackling global food fraud.
- New product pipeline of new scientific research led by the highly regarded IGFS and QUB institutions.
- Attractive category characteristics, with high levels of growth seen in the area of food fraud testing.

For further information, visit:

<http://www.bia-analytical.com>