JOB DESCRIPTION	
JOB DESCRIPTION CREATION DATE:	November 2026
POSITION:	**Marketing Associate**
BUSINESS UNIT:	Almac Clinical Technologies
LOCATION:	Craigavon
REPORTING TO:	Global Marketing Manager
RESPONSIBLE FOR (PEOPLE):	N/A

OVERALL ROLE OBJECTIVE:

To support the Global Marketing Manager in the implementation of the annual marketing plan for Almac Clinical Technologies to generate customer centric growth.

The Marketing Associate will be expected to collaborate with a range of internal stakeholders and work closely with the Almac Group corporate marketing team to produce and drive delivery of marketing tactics on a daily basis and support in market activities.

The role has a particular focus on turning complex information into clear, engaging content, coordinating input from subject matter experts, supporting event marketing and keeping communications activity moving to plan. It is suited to a proactive, curious and highly organised marketer who is keen to learn and grow in a global B2B environment.

JOB SPECIFIC RESPONSIBILITIES:

The post holder will support the implementation of key elements of the marketing plan for Almac Clinical Technologies business with direction and support from the Global Marketing Manager.

Content and thought leadership

- Support the delivery of the content and thought leadership programme, including articles, blogs, case studies, customer stories, webinar and video copy.
- Research topics, prepare briefs and work with subject matter experts to translate complex technical information into clear, audience-focused communications.
- Coordinate drafting, review and approval processes, maintain the content schedule and repurpose approved content across relevant channels.

Campaign and digital communications

- Support integrated campaigns by adapting approved messaging for email, website, landing pages, social media, case studies, customer stories, webinar and video copy.
- Support website updates, email marketing and regional adaptation of approved materials, identifying practical opportunities to improve audience engagement.
- Coordinate social content and maintain a forward schedule of planned activity, approvals and creative requirements.

Events and webinars

- Support the planning and delivery of conferences, exhibitions and webinars, coordinating deadlines, messaging, collateral and promotion.
- Support speaker and thought leadership opportunities, pre- and post-event communications, and the collection of engagement and lead information.

Sales enablement and creative coordination

- Support development and maintenance of presentations, brochures, case studies and other client facing resources. Working with our design agency.
- Maintain organised libraries of current content, templates and campaign assets, ensuring materials are accurate, brand compliant and aligned with approved positioning.

Measurement and project support

- Report on campaign, content, email, website, social and other marketing performance using available digital and CRM data.
- Review performance information, share relevant observations and contribute practical ideas to improve future activity.
- Manage multiple assigned deliverables and deadlines, provide clear progress updates and escalate risks or delays as needed.

General responsibilities

- Build understanding of Almac Clinical Technologies' services, customers, markets and competitors.
- Undertake international travel where required and provide occasional support outside normal working hours where business or event requirements make this necessary.
- Perform other appropriate marketing duties as requested or assigned.

GENERAL ROLE RESPONSIBILITIES:

Quality	Ensure GMP is adhered to in all areas of work.
Health & Safety	Understand Company's Health & Safety Policy and follow all company HSE procedures. Report all accidents or any unsafe conditions in the workplace.
Training and Development	Ensure training has been received before undertaking specific duties and that all training is recorded in training records.
Human Resource Management	Adhere to all HR policies and procedures, to include all absence policies and procedures.
Communication	Communicate within your own department to ensure that all relevant information is forwarded to the appropriate personnel on a regular and timely basis. Provide regular updates to your line manager regarding progress on required duties and the status of any projects.
Equal Opportunities	Observe and adhere to the company's Equal Opportunities and Dignity at Work policies ensuring that a neutral and harmonious work environment is maintained in which bullying and/or harassment does not occur.
Core Competency Framework	Ensure that all job specific responsibilities relating to the overall role objective are carried out in accordance with the requirements outlined within the Almac core competency framework.

By signing this Job Description I accept that I have received and read the Job Description and have accepted the responsibilities identified therein.	
EMPLOYEE'S SIGNATURE:	
PRINT NAME:	
DATE:	

This job description should not be regarded as conclusive or definitive. It is a guideline within which the individual jobholder works. It is not intended to be rigid or inflexible and may alter as the Company's strategic direction changes.

PERSON SPECIFICATION

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	ESSENTIAL REQUIREMENT	DESIRABLE REQUIREMENT	ASSESSMENT METHOD
QUALIFICATIONS	Degree level qualification (or equivalent) in Marketing / Communications / Business or a related discipline	Professional marketing qualification	Application Form and Documentary Evidence
EXPERIENCE	Previous relevant experience in marketing, content, communications, events or a related role. Experience of working with multiple agencies. Awareness and experience of all relevant marketing channels	Marketing within Life Sciences or technical B2B sectors Experience with Adobe Creative Suite, Canva etc Project management experience	Application Form and Interview
KEY SKILLS	Strong communication & interpersonal skills Excellent written communication, editing and proofreading skills Analysing and reporting skills with excellent attention to detail Strong organisational and project coordination skills, with the ability to manage several deadlines Ability to work within cross-functional teams Ability to establish and maintain effective working relationships with	Experience in B2B content marketing, thought leadership, social media, events or webinars Experience writing about technical, scientific or complex subjects. Experience using Adobe Creative Suite or similar Experience using Salesforce/HubSpot or similar CRM and social media management tools. Experience within life sciences, clinical research, healthcare, technology or other technical sector.	Application Form and Interview

	co-workers, managers and clients		

ALMAC CORE COMPETENCIES

COMPETENCY	BEHAVIOUR	ASSESSMENT METHOD
RESULTS DELIVERY	Delivers results on time, within constraints and in line with company policy and procedure and organisational strategy. Demonstrates a continuous drive for quality and a commitment to excellence.	Interview
PROACTIVE SOLUTIONS	Analyses and uses experience and logical methods to make sound decisions which solve difficult problems. Seeks practical/workable and innovative methods to deliver solutions.	Interview
LEADS BY EXAMPLE	Promotes a clear vision and mission. Acts as a positive role model for the organisation, fostering a climate of teamwork and development.	Interview
COMMUNICATION	Communicates clearly and effectively. Promotes the exchange of ideas and information across the organisation. Fosters dialogue to ensure everyone understands what is going on.	Interview

CUSTOMER FOCUS	Strives to exceed the expectations and requirements of internal and external customer; acts with customers in mind and values the importance of providing high-quality customer service.	Interview
JOB SPECIFIC KNOWLEDGE	Demonstrates required job knowledge and understanding to successfully and competently fulfil or exceed the requirements of their post. Follows correct procedures and guidelines (SOPs). Proactively demonstrates a desire to enhance and develop their job knowledge.	Interview