

Senior Account Manager/Account Director – Hospital Products

Full-time, office-based (nr Southampton). £Competitive + bonuses

The best career move for a well-connected marketing professional with real leadership drive!

Alto Marketing is a vibrant and friendly, specialist science PR and marketing agency of 12 people. Established in 2002, we have built up an exciting international client base ranging from global corporations to start-ups, with two, overlapping sides to our business:

- Hospital products/clinical healthcare (eg medical devices, equipment, disposables, diagnostics)
- life science/(bio)pharmaceutical research

Based near Southampton, our bright, new office is in a marina - a great and enjoyable place to work. But what's it like here? Here's what our staff say:

"Fulfilling and intellectually challenging, with scope and support for personal development"

"Every day is different; it's a really stimulating environment"

"Great colleagues and an excellent team spirit"

"Fun, lively and friendly...great Christmas parties too!"

More information on us and our services can be found at www.alto-marketing.com

We now need a career-minded senior account handler with maturity and vision to help both manage our existing hospital products and general healthcare clients, and contribute to growing our client base.

The role

With established clients and loads of experience, we need someone who is as happy bringing in new clients as managing relationships with existing ones. You'll want to be taking full responsibility for accounts as well as working on marketing strategy and business development, for which relevant knowledge and good contacts will be a distinct advantage. You also need to have a hands-on attitude for working on day-to-day projects within a developing team. There will be some UK and possibly European/international travel.

Our Hospital products/clinical healthcare business currently covers European healthcare – hospitals, laboratories, GPs - rather than beauty, cosmetics or pharmaceuticals. It revolves around PR, so media knowledge is important and writing will be involved. You'll also be managing marketing communications programmes and activities – advertising, e-marketing, exhibitions etc – so expect variation in your role!

Responsibilities

- Development of marketing proposals, including marketing communications strategy
- Managing multiple PR and marketing programmes, ensuring that activities are completed to schedule

(Cont...)

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- Business development and contribution to overall development of the agency
- Working with/managing a small team
- Liaison with clients, prospects and the hospital products/clinical healthcare trade media
- Quoting and invoicing and ensuring profitability

About you

A self-motivated, creative, team-player – all the usual. But the person who really fits in is someone who knows the business, is able to lead, is steeped in the service ethos, wants to do a great job and willing to put in that little bit extra...and you must be fun to work with!

ESSENTIAL

- **PR/marketing communications background in the hospital products/clinical healthcare sector, with in-house marketing or agency experience**
- Ability to manage client accounts and profitability
- Ability to prioritise and manage multiple projects
- Desire to develop existing and new accounts
- Great communication skills
- 100% professional and dependable
- Ability to attend meetings/exhibitions (sometimes at short notice)

IMPORTANT

- Ability to get on with, and manage, people
- An understanding and experience of healthcare/medical science issues and the NHS
- Flexible working approach, including 'mucking-in' to support colleagues

Qualifications:

- Degree
- Additional marketing qualification ideal

Start date 1 April latest (unless this is impossible)

So if this has made you think "that's me", then phone David now on 01489 557672.

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www.alto-marketing.com