



## **Nordic Laboratories - Marketing Executive (UK Based)**

### **Overview:**

Nordic Laboratories is part of Nordic Group, a purpose-driven organisation dedicated to improving health globally through functional medicine and a personalised approach to health. As a world-renowned functional medicine brand, Nordic Laboratories supports health practitioners worldwide with genetic and functional testing, clinical education (in-person and online) and supplements.

We maintain a strong international presence across multiple channels, connecting with practitioners through targeted campaigns, educational events and brand activations at functional medicine events globally. We are looking to build on our activity to strengthen engagement and drive commercial performance across global markets.

We are looking for a full-time **Marketing Executive** to support a broad range of marketing activity across the business.

### **The role:**

The **Marketing Executive** will sit within a growing marketing team, report to the Marketing Manager and support the delivery of marketing activity across our brands and markets.

The successful applicant will combine creativity, organisation, and commercial awareness to ensure marketing projects are executed effectively and on time.

You will assist in campaign execution, content development and coordination, reporting, communications, events marketing and general marketing.

You will work closely with our marketing, clinical and commercial teams to help translate technical knowledge into clear, engaging communications for practitioners and patients.

You will share our sense of purpose in helping people lead healthier lives and supporting the growth of functional medicine worldwide.

### **Key Responsibilities:**

In this role you will:

- Support the execution of marketing campaigns across digital and offline channels
- Assist with tracking and reporting on success of marketing activity (eg. emails, event sales) or generating data to help shape decisions
- Learn how to navigate our bespoke practitioner platform to support report generation and content updates
- Assist with developing email communications around events, product launches and practitioner education
- Help coordinate webinars, educational events and promotional activity
- Assist with content creation and distribution across platforms (website updates, marketing collateral, brand materials)
- Work with clinical and commercial teams to turn technical information into clear, practitioner-focused messaging
- Bring previous experience in scheduling and marketing operations to support the team in meeting key deadlines, coordinate marketing timelines and ensure projects are delivered to the highest standards.
- Liaise with external suppliers where required
- Provide general marketing support across our brands as needed

This is a hands-on role. You may not be setting overall strategy, but you will play a key part in ensuring marketing activity is executed to a high standard and contributes to measurable growth.

**You will have:**

- 2-4 years or more of relevant marketing experience
- Experience working in a busy marketing team, supporting campaigns & content development across multiple channels
- Experience tracking and reporting to help shape marketing decisions
- Strong organisational skills with demonstrable ability to manage multiple tasks simultaneously
- Examples of content you have created (can be copy, email, video, campaign) or successful campaigns you have worked on
- Excellent communication skills and attention to detail
- Tenacity and self-motivation
- Collaborative team player
- Goal and KPI aware
- IT literate with the ability to understand and make use of our bespoke client management software
- Experience in using Google Workspace, Mailchimp, Zoho, Zoom, Microsoft 365 or equivalent software
- A passion for health and wellbeing

**Package:**

- Salary: £30,000-£33,000 depending on experience
- Location: Based in our office in Tunbridge Wells + ad hoc attendance at our Stonegate warehouse (2-4 times per month)
- Benefits:
  - Opportunity to gain experience from our global network and spend time working internationally
  - Support and training from our experienced team
  - 25 days holiday per annum plus bank holidays
  - Discounts on functional medicine tests and supplements
  - Fun, sociable team with regular events and activities

**Application question(s):**

- Please let us know your salary expectations and if this is in line with the salary banding noted in our job profile (£30-£33k)
- Please provide an overview of why you are applying for our role, and how your previous skills/experience are a good match for the requirements laid out in the job description, including at least 3 examples of content you have created (can be copy, email, video, campaign) or successful campaigns you have worked on
- Please confirm that you are able to work full time as per the job description