



JOB DESCRIPTION

Job Title:	Marketing & Communications Associate		
Reporting To:	Chief Product Officer	Revision:	2.09.2018
Department:	Marketing	Location:	Cambridge or London

Position summary:

Equivital is a wearable technology company that develops products for B2B customers. Our aim is 'to save lives through the application of mobile human data.' The fast growth in consumer awareness of wearables, mobile health and enterprise wellbeing have resulted in huge growth potential for the Equivital brand. We work in the Professional welfare (first response, industrial safety and military training) and clinical research sectors.

Equivital is a conscientious business that prides itself on the respectful relationships we have nurtured with high profile customers and partners. We face everyday marketing challenges such as communicating with existing customers, presenting ourselves as key opinion leaders, supporting our sales team with up to date sales tools and presenting ourselves as a growing, innovative business to potential candidates during recruitment.

Equivital is looking for an experienced Marketing & Communications Associate to join our team here at Equivital. You must be keen, hardworking and willing to work hands on within this dynamic technology sector, with the potential to grow in the company.

The successful candidate will need to be:

- Experienced in a relevant role and ideally industry (minimum of 1 year)
- Looking for a challenge to help them grow
- Flexible, with the ability to multitask and respond to tight deadlines
- Interested in learning about this emerging field of technology
- Organised to maintain marketing/events calendars and databases
- Proactive to look for gaps within calendars/collateral and put forward options to bridge these
- Reactive, if required, to assist in a customer demonstration or an in-field marketing campaign (for example, during a pilot), at short notice
- Positive with a hands on approach
- Excellent communication skills
- Confident to represent the business at tradeshow and other marketing events (as well as internally within the team)
- Experienced in using the Adobe Creative Suite

- Proficient with written language skills to create engaging content for digital and print audiences

Your day to day responsibilities will include:

- Working closely with the current Head of Product to understand and contribute to priorities, strategy and appropriate language/material, due to the sensitivity of our markets
- Ensuring social media accounts are kept up to date, especially LinkedIn and twitter
- Creating and maintaining content for digital and print media
- Updating the Equivital website and managing the Equivital event calendar
- Organising and attending marketing events and tradeshow
- Writing and distributing press releases, case studies and white papers
- Creating presentations and other sales collateral
- Ensuring marketing collateral and databases are up to date
- Exploring innovative ideas and related budget to execute these