



# Marketing Lead

## Job Description

### Company Profile

Black Pharma was founded in August 2020 with a vision to see a greater representation of black professionals across the Pharmaceutical industry. Data shows that black employees remain one of the least represented groups within the Pharmaceutical & Life Sciences industry, with even lower representation at more senior levels.

At Black Pharma, we work to establish racial equality within the industry by creating more accessible and supportive pathways for black students, graduates and professionals to achieve their career ambitions. At the heart of our organisation is our mission to "Create Access" and "Enable Success".

For more information about what we do, visit: [www.blackpharma.org](http://www.blackpharma.org).

### Role Profile:

Role Title:	<b>Marketing Lead</b>
Team:	Engagement and Communications
Role Type:	Voluntary
Hours:	10 - 14 hours per month

### Role Purpose:

Black Pharma's (BP) Marketing Department promotes the vision, mission and aims of the organisation. We are the face of BP, coordinating and producing all materials representing the organisation. It is our job to showcase the brand of BP to our community, customers, and prospects.

The Marketing Lead will be responsible for leading in the planning, organisation and execution of Black Pharma's Marketing department by taking various responsibilities including:

- Administers, and controls the daily operations and activities of the Marketing department; overseeing, leading, and managing goals and tasks within the department.
- Provides leadership, support, and guidance to the Engagement and Communications Director.

- Communicates issues with Engagement and Communication Director to reach the departments goals effectively.
- Oversees and motivates Associates within the Marketing team, delegating tasks to Associates based on strengths and experience.
- Leading in designing, managing, and evaluating marketing campaigns.
- Manage and maintain BPs social media platforms.
- Manage and review blog posts sent in by the blogging team.
- Develop and schedule monthly newsletters (as well as other newsletters as required).
- Manage Black Pharma's online community groups; Black Pharma LinkedIn group and Slack community.
- Ensure brand standards are kept.
- Create a monthly and annual marketing calendar to implement activities.

#### Person Specification:

*Are you passionate about giving back and helping other achieve their goals? If so, become a part of our amazing team as we work to effect change, break barriers, and achieve equality.*

#### Role Requirements:

- Marketing experience
- Creativity
- Understanding of addressable market and target audience
- Attention to details
- Customer focus skills
- Excellent project planning
- Strong interpersonal and communication skills
- Good organisation skills
- Confident with using Microsoft Office packages
- Ability to use Canva

#### Desirable (not essential)

- Use of social media scheduling tools
- Ability use other graphic design platforms

For more information and to apply for this role, please send your CV and a cover letter/email to: [info@blackpharma.org](mailto:info@blackpharma.org)