



Position: Communications Manager

Location: UK (home based role)

Reporting to: CEO

Salary and Package: £45-48K, plus bonus, plus Company option scheme, pension and life assurance

Applications including covering letter and Curriculum Vitae should be forwarded to recruitment@finsentech.com

The Company:

Finsen Tech is an international EPA registered manufacturer and provider of UVC products and services, contributing to the prevention and reduction of healthcare associated infections (HAIs) by delivering scientifically proven, cost effective rapid high disinfection technologies. Finsen Tech produces the world leading Telescopic High Output Rapid UVC robot, THOR UVC®. Our company credo states that we will design, develop, and manufacture safe products which excel in terminal disinfection performance reliability and are manufactured to the highest quality international standards. We will present these at an affordable price, to assist in the seamless implementation for our customers. This commitment extends to everything that we do, to bring our best to the people who use them. Finsen Tech boasts collective experience and expertise in the medical device and ultraviolet (UV) infection control and hospital sterilisation space spanning more than four decades; and was formed following extensive years of research and development into the most cost-effective delivery systems of UVC disinfection application.

The Position:

We are looking for a talented, committed, and self-motivated communications manager for a health technology company looking to swiftly grow its brand and reputation whilst extending into new market sectors. You will be creating communications plans and content, both digital and print, to engage customers and stakeholders and help build the brand profile and create a significant presence in established and new markets.

Responsibilities:

Your main duties will include:

- Working with stakeholders in the business to create a communications strategy which delivers on the company's brand and sales objectives and monitor their success
- Working with the brand manager to help deliver the main brand assets and its visual and editorial style
- Create marketing materials in digital and print form to suit a variety of markets, with different levels of technical understanding
- Create editorial processes which ensure the delivery of high-quality material

- Write and deliver press releases and PR campaigns in UK and overseas markets, whilst keeping consistency of brand.
- Run the corporate website, uploading content to target specific markets
- Run engaging social media presences and campaigns
- Work to support sales and marketing activities in a flexible manner
- Produce regular media and communication reports
- Define key performance indicators for each communications channel which will indicate a campaign's level of success
- Represent the organisation at events and press conferences
- Reach out to influencers, media and beyond to arrange story placement on a national and global level in conjunction with the free-lance journalists

Requirements

- Significant experience as a self-starter in a small to medium-size company
- Adaptable and willing to tackle a variety of approaches to deliver on corporate objectives
- Experience in digital production - WordPress and social media campaign experience would be an advantage
- Experience of producing targeted content in a variety of formats
- Experience of commissioning external content and platform suppliers
- Excellent collaborative skills, able to multitask and work to a variety of pressures and deadlines
- Outstanding written and verbal communications skills, to a variety of audiences and stakeholders