



Marketing Executive – Full Time Permanent

Join Optibrium's marketing team to spearhead the development of our digital marketing channels, SEO, analytics and insight generation.

We are a fast-growing technology company developing innovative software and AI solutions for drug discovery. Our solutions enable industry-leading drug research for our worldwide customer base, including many of the top-10 pharma and most innovative biotech companies. A recent private equity investment round further supports our growth and expansion in AI-based drug discovery.

We are looking for an experienced marketing professional with enthusiasm for all things digital and with the talent to develop this role in a growing team. The successful candidate will collaborate closely with the Head of Marketing and the global business development team, delivering on key strategic initiatives by executive management and the board.

This position will be based in our Cambridge, UK, offices.

Main Responsibilities

- Support digital marketing strategy and planning
- Manage digital campaigns, including Google Ads and LinkedIn Campaign Manager
- Lead digital channel analytics and web presence SEO
- Contribute to managing social media channels and website content, increasing engagement and generating sales leads
- Support email marketing campaigns
- Support the commercial team with customer insights and analytics

Experience and Skills

The ideal candidate will have the following experience and skills

- Multi-channel marketing experience
- Experience with Google Ads, LinkedIn Campaign Manager, HubSpot and working with WordPress
- SEO and digital channel analytics experience, including tools like SEMRush and Google Analytics

Beneficial

- Experience working within the life sciences sector
- Qualification or interest in chemistry or biology

If you're interested in joining a growing, entrepreneurial team working in an exciting field, please apply with a CV and covering letter to vacancies@optibrium.com (unsolicited applications from agencies will not be accepted).

Background

Optibrium provides elegant software that guides successful drug discovery. Its industry-leading small-molecule optimisation platform and proven AI solutions improve the speed, efficiency, and productivity of the discovery process. Founded in 2009, Optibrium's headquarters are in Cambridge, UK, with offices in San Francisco, US, and Boston, US. The company works closely with over 160 customers and collaborators worldwide, including leading pharma, biotech, agrochemical and flavouring companies.