

Job Title: Head of Communications and Marketing at NetScientific PLC

Reporting to: Chief Executive Officer

Location: London, some remote working possible.

Salary: Competitive depending on experience + Bonus + Benefits

Hours: Full time preferred, part-time possible

The Company

The role will cover responsibilities for both NetScientific PLC, and the company's corporate finance arm EMV Capital, and potentially for some portfolio companies.

NetScientific PLC is an AIM-listed active holding company, with 17 portfolio companies, which invests in, develops, commercialises and aims to realise returns from life sciences/healthcare, sustainability and technology companies. It leverages trans-Atlantic relationships and global opportunities to deliver shareholder value.

Corporate finance and venture capital activities are conducted through NetScientific's fully owned subsidiary EMV Capital (EMVC). EMVC is a London-based award-winning VC company, focused on the industrials, sustainability and healthcare sectors, with investments in the UK and internationally. EMVC is active from pre-Series A through to growth stages of investment, and has co-invested in the past with global corporations including ABB Ventures, Philips Lighting (Signify), Mitsubishi, St. Gobain, Evonik.

About the role:

Due to recent growth, we have a fantastic opportunity for an experienced and creative Head of Communications and Marketing, to lead the strategic communications and operational delivery for the organisation. This provides a unique opportunity in a fast-growing business, covering the communications needs of both NetScientific PLC and EMV Capital, and the newsflow resulting from an exciting range of portfolio companies. This requires discipline and quality for PLC communications, combined with stimulating presentation, engagement and generation of news flow across the organisation.

As a key member of the team, the Head of Communications and Marketing will lead on developing the brand identities and spearhead communications and marketing across the business, taking a multi-channel approach to create and deliver a performance-based marketing and communications plan.

The role requires a strategic thinker who is hands on for implementation of communications and marketing activities. You will work closely with the CEO and team, following the agreed corporate strategy, to shape and execute tailored marketing plans, programmes, and campaigns that drive both growth and success.

Requirements and Key Competencies:

- Strong focus on detail and discipline in message development and delivery across the organisations
- Strategic and operational responsibility for brand management, investor and stakeholder engagement, marketing-led sales, PR and communications, the marketing CRM functions, visual identity, design, production of marketing collateral and online & digital marketing, including media outreach and platforms.
- Hands-on role as a player/manager to drive all branding and marketing initiatives across various business lines, fully leveraging all marketing channels to achieve positive results aligned to business and financial objectives.
- Content creation; designing and implementing content for campaigns, social posts, email marketing and other marketing platforms, with appropriate detail and discipline in message development and delivery

- Collaborate with internal teams and external agencies to develop and deliver successful campaigns and projects
- Act as the strategic lead for all media engagement, pro-active and re-active, and provide appropriate support, training and resources for senior spokespeople

Experience and Desirable Skills

- Previous experience as lead in Communications and Marketing, preferably in an Aim listed Plc. (with RNS knowledge) financial services or venture capital industry, and biotech/pharma also desirable
- Relevant degree
- Experience in Brand building, internal and external communications, developing and executing effective campaigns, organisation-wide communications policies and procedures
- Professional knowledge of Website and digital media management
- Ability to take initiative and work autonomously, as well as working well collaboratively in a fast-paced environment
- Solid knowledge of relevant software, analytics and communication's tools
- Excellent writing, concise reporting, copywriting and design for both print and online