



## PR Executive

**Location:** Bath Street, Glasgow, UK.

**Department:** Marketing.

**Salary:** £25-33K DOE.

**Reporting to:** Marketing Manager.

## Why work with Formedix

We're a vibrant, pioneering software company, and we've developed a unique cloud-based automation platform for the pharmaceutical industry. Our software helps pharma, CROs and biotech companies build clinical trials much faster and more efficiently, by automating manual tasks. So it helps our customers make a real difference to people's lives, by getting medicines to market much sooner. Our platform was even used to determine safety and effectiveness in several COVID-19 vaccination studies. And you could play a part in this too!

## What's in it for you?

Here's some of the employee benefits you can expect if you join us:

- 4 day working week - for the same pay!
- The option to work remotely, in the office, or a balance of both.
- Flexible working - a 34 hour week, with core hours of 10am to 3.30pm.
- A generous pot of holidays (annual leave & public holidays combined).
- City centre office on Bath Street (temporarily closed due to COVID-19 restrictions).
- Monthly socials and twice yearly parties (temporarily on hold due to COVID-19 restrictions).

## About the role

An amazing opportunity has arisen in Glasgow for someone looking to further their PR career in a fast growing, exciting company.

You will be responsible for managing and implementing the PR and content strategy, as well as performing wider copywriting duties. This role will be instrumental in supporting the Marketing Manager, and helping to achieve our overall marketing strategy and objectives.



**We're looking for someone with a minimum of 3 year's experience in a similar role.** The ideal candidate is someone who is extremely dedicated, and determined to achieve the best results possible for the Marketing department and the business as a whole. You must love what you do, and be driven to constantly achieve results and improve.

### Core responsibilities

- Lead the PR and content strategy, generating ideas and implementing agreed plans.
- Research, write and distribute white papers, articles, press releases, interviews, abstracts, ebooks, blogs etc in line with the company brand voice.
- Produce copy that is optimized for SEO and in line with target keywords and terms.
- Proofread copy and content.
- Develop relationships with industry publications and journalists, aiming to secure article coverage, interviews etc.
- Monitor and report press and social media coverage.
- Manage paid content hosting on 3rd party sites, and report coverage stats.
- Identify trends in opinions, hot topics and monitor competitor topics etc.

### Core skills

- Excellent copywriting and communication skills.
- Excellent organization and priority management skills.
- Strong proofreading skills and attention to detail.
- Computer literate, and proficient in Microsoft Office programs (Word, Excel and PPT).
- The ability to work without supervision, to self-manage, and also work as a team.

### Core experience

- A minimum of **3 years' experience** in a similar role is essential.
- A minimum of **3 years' experience** writing white papers, articles, press releases, blogs etc is essential.
- Experience working with publications and/or journalists is essential.
- Experience writing for the pharmaceutical, healthcare or life science sectors is preferable.

### How to apply

To apply, submit the relevant form on the Careers page of our website: [formedix.com/careers/](https://formedix.com/careers/)

Alternatively, send your CV to: [recruitment@formedix.com](mailto:recruitment@formedix.com)



So what are you waiting for! If you have the necessary experience, send us your CV and let's talk!