



Marketing Executive

MyCardium AI

The Spine Building, 2 Paddington Village, Liverpool, L7 3FA

MyCardium AI is a company founded in April 2022, as a spin out of University College London. Our aim is to transform how medical imaging is delivered in healthcare using “super-human” AI. Focusing on Cardiac Magnetic Resonance Imaging (MRI). Initially, our ambition is to deliver this AI to point-of-care in over 2,000 global centres.

Our mission is to improve healthcare system performance, patient outcomes by delivering better diagnoses, and help create next generation treatments by analysing Cardiac MRI images, using Artificial Intelligence Algorithms capable of performing automation of heart measurement to a super-human standard.

We are committed to excellence, innovation, and creating a positive and inclusive work environment. MyCardium is an equal opportunity employer; we celebrate diversity and are committed to creating an all-inclusive environment for all employees.

What we offer:

- Competitive salary and benefits package.
- The opportunity to be part of a dynamic, innovative team in a rapidly expanding field.
- The chance to make a significant impact on the development of new therapies and treatments.

Job Summary:

We are looking for a dynamic and creative Marketing Executive to join our growing team. Reporting to the Head of Brand and Strategic Marketing, you will support the development and execution of integrated B2B and B2C marketing campaigns across our core products, 1CMR and EchoConfidence. And 1CoreLab services.

This hands-on role involves content creation, digital marketing, event coordination, and campaign management. You'll work closely with the commercial and core lab teams to deliver impactful marketing activity that supports growth, brand awareness, and customer engagement. If you're organised, proactive, and passionate about creating compelling campaigns, we'd love to hear from you.



Salary: Negotiable depending on experience

Hours: Full time -35 hours per week | Monday- Friday, 9am-5pm

Location: Liverpool, office based

Education:

- A minimum of 5 GCSEs at grades A-C / 9-4*, including English Language and Mathematics, or equivalent qualifications, is required.
- Further education in Marketing, Business, Media, or related fields is highly desirable.

Responsibilities:

- **Campaign Delivery:** Support the planning, development, and execution of integrated B2B and B2C marketing campaigns for 1CoreLab, 1CMR and EchoConfidence, including content creation, copywriting, digital advertising, and internal briefing documents.
- **Copywriting & PR:** Write and edit high-quality content including press releases, thought leadership articles, and submissions for industry journals, working closely with subject matter experts and media outlets.
- **Marketing Operations:** Manage marketing platforms, assist with CRM updates, handle invoice processing, and support diary and meeting coordination.
- **Event Support:** Coordinate and assist in the delivery of conferences, trade shows, and promotional events alongside the commercial and marketing teams.
- **Digital Content Creation:** Produce marketing materials such as website content, social media posts, and email newsletters, ensuring alignment with brand tone and strategy.
- **Supplier & Stakeholder Management:** Liaise with internal teams and external suppliers (creative, print, etc.) to ensure smooth execution of campaigns.
- **Data & Performance Analysis:** Monitor campaign performance using analytics tools, reporting on outcomes and recommending improvements based on data insights.
- **Market & Customer Research:** Collaborate with the commercial team to research target audiences, market trends, and customer preferences to inform campaign direction.
- **Marketing Systems & Tools:** Assist in the implementation and improvement of business systems including marketing automation, CRM, and pipeline management tools.
- **Brand Consistency:** Support the development and application of brand guidelines across all touchpoints, maintaining a consistent brand voice and identity.
- **Internal Communications:** Represent the marketing team on cross-functional projects, particularly those focused on internal communications and company website enhancements.



- **Website Management:** Help maintain and update website content, improving user experience and functionality in collaboration with relevant internal teams.
- **Relationship Building:** Foster strong working relationships with colleagues, clients, and partners to ensure seamless campaign execution and collaboration.

Skills/ Experience:

- **Excellent Communication:** Strong written and verbal skills, with the ability to create accurate, engaging content across multiple formats and channels.
- **Organisation & Time Management:** Proven ability to manage multiple tasks, deadlines, and projects in a fast-paced environment with attention to detail.
- **Creativity:** Demonstrated creativity in campaign development, content creation, and problem-solving.
- **Digital Literacy:** Proficiency in social media platforms, email marketing tools, and content creation software such as Adobe Creative Suite, Canva, FlipSnack, and CapCut.
- **Analytical Thinking:** Ability to analyse marketing performance data and translate insights into actionable improvements.
- **Problem Solving:** Proactive and solution-focused approach to campaign challenges and operational issues.
- Proven experience in a **B2B marketing role** at an executive level, ideally in tech, healthcare, or professional services.
- Experience in developing and delivering **multi-channel marketing campaigns** from planning through to execution.
- Familiarity with **CRM and pipeline management tools** (e.g., Salesforce, HubSpot, or similar platforms).
- Hands-on experience with **marketing project management tools**, such as Planable or similar.
- Experience writing and editing **press releases, journal articles, and public-facing PR content**.
- Ability to bring together **cross-functional teams and stakeholders** across internal departments.
- Track record of managing **external suppliers** (e.g. designers, printers, media partners) and collaborating with commercial teams.
- Competence in using **Google Analytics, LinkedIn Ads, Google Ads**, and similar platforms to measure and optimise performance.

Requirements:

- Minimum of 2 years of marketing experience.
- Full- time, office-based role (5 days per week) in our HQ in Liverpool, City Centre.