

Job description

Product Marketing Executive

Location: Remote

Reports to: Product Marketing Manager

Working with: Marketing team, Managing Director, Commercial Growth team, Business Development team, Patient Care Team and Operations

Introduction:

At Vista Health, we're on a mission to make healthcare more affordable and accessible. As a leading UK provider of diagnostic services, we partner with major insurers, clinicians, and healthcare organisations to deliver fast, expert diagnosis and world-class reports.

For over 10 years, we've been dedicated to providing high-quality, affordable healthcare services for everyone — from elite athletes to individuals recovering from illness or injury. As we continue to grow rapidly, we're looking for passionate, driven people like you to help us shape the future of healthcare delivery in the UK.

What you will do:

We're looking for a proactive, analytical and creative Product Marketing Executive to support the planning, execution, and optimisation of our product marketing activity across both our direct-to-consumer and B2B services.

In this hands-on role, you'll help bring our products and services to life - ensuring we deeply understand our customers, refine our positioning, and communicate our value effectively. You'll work closely with Product Marketing Managers, Product, and Commercial teams to turn insight into action, deliver compelling go-to-market campaigns, and continuously improve performance.

This is an excellent opportunity to gain broad exposure across the business, contribute ideas, and grow within a supportive, purpose-driven team.

What you are responsible for:

Campaign & Go-To-Market Execution

- Support the planning and coordination of consumer/B2B campaigns and product/clinic launches, managing timelines, assets, checklists and stakeholder updates, working with internal teams and agencies to deliver on time and to spec.
- Help shape clear, benefits-led messaging from clinical and technical information that resonates with both consumer and B2B audiences.

Customer & Market Insight

- Conduct competitor research and identify market trends; help develop voice-of-customer activity (surveys, testimonials, case studies) to strengthen our customer understanding and surface needs, risks and opportunities.
- Partner with Product and Data teams to guide the marketing strategy, supporting in analysing performance, usage and feedback information.

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Product Positioning & Content Development

- Support the creation of product messaging frameworks, sales enablement materials and customer content; working with the Commercial Growth and Business Development teams to create engaging, insight-led collateral (web copy, brochures, presentations, email campaigns).
- Contribute to the development of thought leadership and educational content that positions Vista Health as a trusted healthcare partner.

Performance Analysis & Reporting

- Work with the Data team to gather and interpret campaign data, producing simple dashboards to track effectiveness.
- Identify key trends, insights, and opportunities for optimisation, presenting findings and recommendations to stakeholders, supporting data-informed decision-making.

Collaboration & Partnership

- Build strong relationships with internal teams and external partners, ensuring alignment across product, marketing, and sales initiatives.
- Support the execution of co-branded marketing plans with strategic partners and corporate clients, including assisting with the planning and coordination of Vista Health's presence at industry events and conferences.

What people see in you:

- A creative problem solver who can simplify complexity and deliver solutions with clarity and precision.
- A curious, insight-driven storyteller who loves connecting data, ideas, and creativity to make an impact.
- An excellent communicator who collaborates well and builds positive relationships.
- Organised, reliable and comfortable juggling multiple tasks and deadlines.
- Passionate about making healthcare better and keen to learn quickly.

You will:

- Bring an entrepreneurial spirit and a "test and learn" mindset. We love new ideas and exploring creative ways to innovate.
- Work effectively with colleagues at all levels, building strong relationships and communicating clearly across teams.
- Use data to inform decisions, checking performance before making changes.
- Take ownership of your work, ask questions, and proactively move tasks forward.

You have experience of:

We're open to candidates at the start of their career. More experience is welcome, but not essential.

- A degree in marketing, communications, business or a related field (or equivalent experience).
- Producing or editing marketing content (e.g. web copy, social, emails, brochures) with good attention to detail.
- Coordinating projects or campaigns. Keeping actions, timelines and stakeholders on track.
- Using basic marketing tools (e.g. CMS, email platforms, task trackers, spreadsheets) and being comfortable learning new ones.
- Working in a fast-paced, customer-led environment (healthcare experience is a plus, not a must).