

## **MARKETING MANAGER OR SR. MANAGER**



The Marketing Manager's role is to (i) create strategic and tactical marketing plans and coordinate and execute marketing programs for the Company's innovative products and services, including developing and leveraging branding, pricing, and collateral for digital marketing and on the website; (ii) work cross-functionally to identify opportunities for development of new products and services, including identifying target market segments, determining customer needs, anticipated demand, and differentiation from the competition; and (iii) coordinate efforts for inbound and outbound marketing efforts to maximize the Company's profits and market share while ensuring a positive customer experience.

### **Position Responsibilities:**

- Develop and maintain a strong understanding of the Company's capabilities, underlying technology, products, and services, differentiation from its competition, and value proposition in key market segments.
- Develop and execute an annual strategic and tactical marketing plan, including designing and generating clear communications for internal stakeholders and customers.
- Create content that captures the value of our technology, products/services, and application data and communicate in multiple media formats to drive web traffic, conversions, and sales.
- Ensure the timely preparation and dissemination of the newsletter, blogs, technotes, and other designated outbound marketing communications to increase the customer and distribution list.
- Continually improve the website format, organization, look and feel, branding, and content. Leverage search engine optimization (SEO) to increase organic web traffic.
- Identify potentially useful technology for in-licensing to extend the capabilities or applications of Company products and technologies and communicate to management.
- Propose new products and services for the Company to develop based on market needs, competitor analysis, and the voice of the customer in applicable markets.
- Develop, execute, and continue to evolve the Company's branding strategy.

- Determine the root causes of any customer concerns by investigating problems, developing solutions, preparing reports, and making recommendations.
- Maintain accurate activity records following guidance from senior management, leveraging existing company software and databases.

**Qualifications:**

- A bachelor's degree in a relevant life science field or equivalent experience.
- Expert knowledge of life science markets, terminology, and techniques, particularly in the drug discovery marketplace is essential. Experience in marketing, from a go-to-market or product management perspective, at a life science tools company is also essential.
- Understanding of the drug development process, including biochemical assay development and deployment, drug screening, lead optimization via selectivity profiling and potency testing, and the role of enabling CRO services or catalog products, is preferred.
- Familiarity with the kinase assay market, including vendors, products, services, and technologies in common use, is strongly desired. An understanding of the key market segments of pharma, biotech, and CRO companies, and government and academic laboratories is also strongly desired.
- It is essential to know the latest trends and best practices in marketing and data analysis, including Internet search programs, online marketing, and website analytics tools.
- Proficiency with MS Office and marketing design software is essential. Expertise with customer relationship management (CRM) software is strongly preferred.
- A positive, can-do attitude, working independently or as a team, honesty, integrity, determination, curiosity, commitment to learning and continuous improvement, and comfort working in a fast-paced, small company startup environment is essential.
- Excellent written, interpersonal, and verbal communication skills, including concise presentations on strategies and results, email, video conferencing, and in-person engagement, are essential. Must work productively with individuals with diverse backgrounds and capabilities within and outside the company to achieve goals.
- We strongly prefer an on-site location at our headquarters in Marlborough, MA, close to the greater Boston area market. The ability to travel as needed for work is essential.