



Job Title: Marketing Manager – Antibody and Assay

Company Information: OriGene Technologies (Rockville, MD) is a biotech company commercializing in gene-related reagent tools for life science research. Recognized globally as one of the world's largest sources for cDNA clones, recombinant proteins, and antibodies; OriGene continues to offer innovative tools for researchers working on CRISPR, new-assay development and in-vitro diagnostic field. For more information, please visit our website: www.origene.com

Summary of Position

This is a hands-on position responsible for growing company's revenue and maximizing the profitability of antibody & assay product line by developing and implementing strategic and tactical marketing programs.

Responsibilities and Job Duties

- Design and execute marketing plan to increase market share and revenue for the antibody & assay product portfolio.
- Measure and report the impact of marketing campaigns and activities using OKR principles.
- Create innovative marketing tools such web page, datasheet, FAQ, blog, video, webinar, brochure and more to promote the antibody & assay product portfolio.
- Manage impactful product launches including communication strategy, market assessment, pricing, competition, early adopter studies, demand generation, development of sales tools.
- Work with R&D teams to developing new products and design product launch for online/offline channels.
- Provide product positioning material and training for sales/distributor/technical support teams.
- Collaborate cross-functionally with IT, Operations, R&D and Manufacturing to ensure all products can be delivered with correct documents.
- Attend tradeshow. Annual travel of 3-5 short trips (< 5 days) are required.
- Maintain, upgrade product groups: antibodies, proteins, and assay kits.

Minimum Qualifications

Education & Experience

- Master's degree in life science discipline with some experience in protein purification, Ab development
- 3 years of marketing or equivalent experience in a customer facing role.
- Good understanding of techniques used in antibody development, screening & testing; protein purification and analysis (western blot, ELISA, IHC, ICC, IF, Flow, IP, affinity purification, ion-exchange chromatography, FPLC, SDS-PAGE) and its applications
- Demonstrated knowledge of marketing tactics and practices. Previous experience in digital marketing a plus

Knowledge, Skills and Abilities

- Excellent English-writing, speaking and proof-reading skills are essential.
- Must be a team player with ability and desire to collaborate diverse staff and support customers.

- Must be proficient in the use of Microsoft software (word processing, email, spreadsheet, database,
- Strong project management skills
- Organized and self-motivated.

Supervisory Responsibilities

No.

Preferred Qualifications

- MBA preferred
- knowledgeable about one of the markets (Oncology, Infectious diseases, Neuroscience)
- Lab experience
- Proficiency in Mandarin, Chinese is preferred

What we offer

At OriGene, we offer you can have a great job, and an opportunity to build a career

- Training and career development
- Financial security through competitive compensation & performance bonus
- Health care and well-being programs including medical, dental, and vision.
- Paid time off
- 401(k) retirement saving with a 6% company match.

To apply for this role, please send your CV/Resume along with a cover letter to jobs@origene.com. Please Reference "Marketing Manager – Antibody & Assay" in the Subject Line.