



Job Title: Marketing Specialist

Company Information: OriGene Technologies (Rockville, MD) is a biotech company commercializing millions of 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 drive innovation in CRISPR, assay development and in vitro diagnostic field. For more information, please visit our website: www.origene.com

Summary of Position

Responsible for implementing and monitor marketing initiatives across a variety of channels. This involves researching target audiences, developing reports on marketing initiatives, overseeing all marketing channels including social media, and website updates.

Responsibilities and Job Duties

- Discover effective marketing channels, including media platforms to reach intended audience
- Collaborate with product managers to develop and monitor strategic marketing campaigns
- Analyze and report on the performance of marketing campaigns
- Help in outbound & inbound marketing activities including email, social media, digital campaigns, and events
- Conduct market research to identify customer needs, competitor activities and new market trends
- Assist to develop marketing collaterals and ensure brand guidelines are met
- Work with external agencies and vendors to execute marketing programs

Minimum Qualifications

Education & Experience

- Bachelor's degree in business administration, marketing, communications, or a related field;
- 2-5 years of experience in marketing

Knowledge, Skills & Abilities

- Strong knowledge of various marketing and analytics tools such as HubSpot, Google Analytics, and Content Management
- Excellent analytical skills and a knack for data analysis
- Strong written and verbal communication skills
- Skilled in writing and editing content with an attention to detail
- Strong prioritization, organization, and project management skills
- Ability to travel as necessary up to 20%

Supervisory Responsibilities

No.

Preferred Qualifications

- Master degree in Biology or Business is preferred
- Basic HTML skills

What we offer

At OriGene, we not only offer you can 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.

This position is not approved for relocation assistance.

To apply for this role, please send your CV/Resume along with a cover letter to jobs@origene.com. Please Reference “Marketing Specialist” in the Subject Line.