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
We are looking for a dynamic and energetic Marketing Specialist help develop, execute, and monitor marketing programs across a variety of channels. This involves media placement coordination, event planning and website marketing updates.

Responsibilities and Job Duties

- Work with external agencies and vendors to execute marketing programs.
- Work with internal and external teams to plan events and conferences.
- Develop, implement, and track marketing programs such as email, social media, or digital campaigns, and events.
- Collaborate with other internal teams (e.g. product and sales) to develop and monitor strategic marketing initiatives.
- Analyze and report on the performance and efficiency of campaigns.
- Conduct market research and analyze trends to identify new marketing opportunities.
- Develop and create marketing materials, such as sales and product collateral, and ensure brand guidelines are met.

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

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.