

Job Description

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| Job Title: | North America Marketing Program Manager | Revision Date: | 12/06/2021 |
| Work Location: | United States or Canada, Home-Office based | | |
| Department: | Sales | | |
| Reports to: | VP Sales, Americas | FLSA Status: | Exempt |

Summary:

We are seeking a Marketing Program Manager to join our North America sales and marketing team. The role involves working cross functionally with global marketing, product management, and sales to develop and execute a regional strategy. This requires someone with a strong history of success in the commercialization of highly scientific products in the life science space.

The Marketing Program Manager will partner with global marketing and sales teams to develop, manage, and execute marketing programs, campaigns and events for all customers in North America, in alignment with the global marketing strategy. S/he will work closely within the marketing and sales team to design a regional go-to-market plan that aligns and scales to the global strategy and sales objectives, while also reflecting the local customer needs and market trends.

Based on marketing analytics insights, competitive landscape and business goals, the Marketing Program Manager will contribute to the development of a plan that drives awareness, engagement, and lead generation across the entire Advanced Instruments portfolio.

The success of the role will be measured based on ability to execute compelling campaigns on time/on budget, as well as demonstrate data-driven decision making. The position requires strong partnership to manage internal stakeholders' expectations and prioritization skills to succeed in a fast-paced environment.

Essential Functions:

- Leads the development and successful implementation of a comprehensive regional marketing plan for North America that is aligned with global strategy and marketing plans while also considering regional/local nuances, requirements, and market dynamics to meet the region's annual budget.
- Strategically align with global marketing team to inform, influence and/or evolve global programs and campaigns with valuable metrics and input based on local market requirements, trends and understanding
- Create a connected, customer-first experience of awareness and demand by executing and supporting local activities, including but not limited to, in-person and virtual events, digital and social marketing, KOL development, demand campaigns, and channel programs, that move accounts through the sales funnel & support growth
- Manage tradeshow/event calendar, logistics, budget, vendors, tracking feedback and leads, reconciling invoices and POs, and timelines.
- Enable, communicate, and educate the sales team and stakeholders on campaign-related objectives, deadlines, tasks, and KPI performance, and then manage execution accordingly
- Serve as the primary liaison between sales and global marketing and product management on marketing related topics.
- Collect, measure, evaluate and report quantitative and qualitative data from all regional/local campaigns; owns post-event and campaign ROI analysis and maintain and monitor lead flow through the pipeline
- Support all company initiatives, share best practices, and serve as an advocate and information source for all marketing
- Create metrics for lead dashboards and quarterly business reports on marketing activities in the region
- Other related duties as assigned

Experience Requirements:

- BS or higher degree in Marketing and/or Life Sciences, combined with 3+ years of experience in a regionally focused Life Sciences marketing role
- Experience working with sales channels and distributors
- Experience with channel and B2B marketing programs

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- Experience with trade show coordination and logistics
- Knowledge and understanding of marketing funnel and opportunity tracking, metrics and ROI
- Experience forecasting, managing budgets, allocating and optimizing spend across tactical channels
- Skilled in MS Windows, Microsoft Word / Excel /PowerPoint, Microsoft Outlook, InDesign, Photoshop, Illustrator, Adobe Creative Suite, WordPress CMS, and SFDC.

Profile

- Excellent communication skills
- Ability to manage multiple projects and work under tight deadlines when necessary
- Ability to build strong cross-functional relationships
- Strong problem-solving skills and willingness to think outside the box
- Strong analytical skills with ability to identify root causes
- Ability to work in a dynamic and fast-paced environment

Application Process:

Interested candidates should send their resume to:

Advanced Instruments, LLC
2 Technology Way
Norwood, MA 02062
jobs@aicompanies.com

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time