

Marketing Manager

We are seeking an enthusiastic Marketing Manager to elevate our overall marketing efforts. In this role, you will lead the development and execution of marketing plans to reach revenue targets through brand awareness, product promotion and lead generation. A Marketing Manager will support CRM/marketing platforms, execute marketing-related activities, and liaise with external marketing support firms. The ideal candidate will be well-versed in specialized marketing concepts, principles, and tactics, and will have a background or relevant experience in the life sciences. The overall goal of this role is to deliver effective marketing programs that will help bolster our reputation and fuel commercial growth.

Responsibilities

- Create and execute plans to generate quality leads
- Own the quality and quantity of information shared on outward-facing platforms such as the website, trade shows and LinkedIn
- Plan and execute initiatives to reach the target audience through appropriate channels (social media, e-mail, trade shows)
- Brainstorm and collaborate internally to develop ideas for creative marketing campaigns to put strong, relatable content and messaging in front of customers
- Lead outbound and inbound marketing activities by demonstrating expertise in various areas (content development and optimization, advertising, events planning, etc.)
- Manage external vendor(s) to execute promotional events, trade shows, and campaigns
- Manage external Pardot and SFDC vendor(s)
- Analyze marketing data (campaign results, conversion rates, traffic, etc.) and present findings as needed to understand success of previous efforts and help shape future marketing strategies
- Undertake individual tasks of a marketing plan as assigned
- Other duties as assigned

Requirements [OR Qualifications and Desired Skills]

- Proven experience as a Marketing Manager or similar role
- Demonstrable experience of marketing data analytics and tools (including traditional and digital marketing as applications, like Pardot)
- Understand a complex sales process and support the implementation of funnel management in SFDC
- Excellent knowledge and experience creating content for social media marketing platforms like LinkedIn
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- Solid computer skills, including MS Office, marketing software (e.g. SFDC) and web applications (online analytics, Google Adwords, etc.)
- Experience with design applications including Adobe CS (e.g. InDesign and Illustrator) is desirable
- Knowledge of WordPress, basic HTML and web development tools desirable
- Knowledge of SEO and SEM marketing desirable
- Well-organized and detail-oriented
- Exceptional communication and writing skills
- Commercial awareness partnered with a creative mind



- Degrees in marketing, communications or equivalent with proven experience in marketing communications
- A background in the life sciences or prior marketing experience in the life science industry will be considered an advantage

Benefits

- Base range \$100-130K
- Bonus potential based on company revenue targets
- Health benefits
- Company match on SIMPLE IRA contributions
- Paid Time Off (PTO)
- Paid holidays

Job Type: In-office preferred. However, depending on experience, some remote work could be considered.

To apply for the position, submit your resume to csh@indevr.com. When received, your resume will be carefully reviewed, and we will contact you should your skills and experience meet our requirements. If you are considered for an interview, we will contact you to schedule the first meeting

Application deadline: 4/30/24