



## **Marketing Manager**

The Marketing Manager at **Echelon Biosciences** will be the principal professional in charge of traditional and digital marketing channels using them to drive brand awareness, generate leads, and increase sales.

### **Job Responsibilities**

#### *Primary*

- Coordinates market communication including advertising, branding, and public relations
- Performs market analysis, market research, and strategic market position
- Improves customer experience to strengthen brand loyalty via customer engagement

#### *Secondary: assisting as part of a team*

- Works with marketing committee for email, social, & to maximize web/online assets
- Manage LinkedIn, Twitter, Facebook, and other digital platforms & properties
- Maintains event/show schedule and coordinates strategy and preparations
- Participates in distributor strategy and improves end-to-end customer experience

### **Qualifications and skills**

#### *Primary*

- 2+ years experience in business-to-business (B2B) sales & marketing
- Bachelor's degree or higher in science, business, marketing, or similar
- Self-motivated, communicative, & demonstrated productivity working both independently and in teams

#### *Secondary: nice to have, preference given to*

- Previous marketing experience in science, biotech, or pharma
- Proficiency with marketing effectiveness tools and implementing performance metrics
- Experience with Surveys, Google Analytics, CRM software, or Adobe Creative Suite
- Developed market strategy which increased sales for B2B company
- Demonstrated creativity for increasing demand for products and services

Echelon Biosciences is an equal opportunity employer and offers a competitive benefits package with flexible leave policies. Salary is commensurate with job fit and previous experience.

Please send a resume & cover letter to [marketing@echelon-inc.com](mailto:marketing@echelon-inc.com), c/o Paul Neilsen, or phone 801.588.0455.