Director Manager Marketing

Description

Biobot is looking for an experienced and passionate marketer to join our team. Weâ€™re a high-growth startup looking to accelerate our expansion within the healthcare industries. Weâ€™re looking for someone with a strong background in healthcare or life sciences, with prior roles on marketing teams at biotech, pharmaceutical, payer or provider focused technology and analytics companies or similar. In this role, you will be laser focused on pipeline growth and facilitating customer acquisition, overseeing all paid with strong connection to owned and organic marketing channels. The scope of the role requires an in-depth knowledge of the healthcare ecosystem and a history of creating compelling product and lead generation content (including one pagers, slide decks, eBooks, case studies, etc). Youâ€™ll also be familiar with omnichannel marketing approaches and leveraging a variety of campaign channels (paid search, paid social media, content syndication, and marketing automation platforms) to achieve results. An advanced knowledge of account-based marketing techniques and platforms is desirable. If you like working in a fast-paced environment that trusts subject matter experts, inspired by the power of wastewater-based epidemiology, and passionate about driving results then this role is for you.Day-to-day is a mix of hands-on digital marketing execution and high-level strategic planning. You will oversee three areas of focus â€“ digital performance marketing (search (paid and organic), paid social, programmatic, lead generation campaigns etc.), account-based marketing, and marketing data and analytics.You will be a self-starter that can identify opportunities and execute on seeing them to fruition. And youâ€™ll be a key cross-functional collaborator that connects the dots between sales, product, and SMEs to generate powerful content that converts and supports the sales process. nEssential Duties and Responsibilities (What you will be doing): Plan and develop compelling content pieces that align to strategic goals for education/awareness, lead generation, and lead nurture (ie. case studies, ROI calculators, white papers, slide decks).Support the sales, executive, and product teams broadly with content creation and distribution. Plan and execute on all paid and direct digital marketing channels, to deliver highly optimized digital marketing programs, all to achieve aggressive annual targets.Deliver detailed and actionable insights and strategic recommendations, allowing the sales and business development teams to clearly understand what tactics and strategies are driving pipeline growth.Plan, manage and optimize the marketing budget to ensure that we are driving an efficient spend and maximize our investments. Work with the team on budget pacing and allocation across all channels, remaining flexible and pivoting to the best performing channels.Design & execute 1:1, 1:few, and broad-based marketing initiatives to meet pipeline requirements of varied account segments.Manage the website, performing regular updates as needed (wordpress).Identify opportunities to improve marketing effectiveness through better audience segmentation, marketing techniques, and processes.Be the face and the voice of the marketing team, presenting strategy and insights up to the executive level of the organization, ensuring our senior leadership has an informed view on how weâ€™re supporting the business.Education and/or Work Experience Requirements (What you need to succeed):7-10 years of progressive digital marketing experience.Experience in the healthcare, biotech, life sciences industry, knowledge of industry events and conferences.Demonstrated experience in key digital marketing channels such as paid search, paid social, SEO, email, content syndication, webinars, etc.Proven track record of developing exceptional content that delivers measurable results through digital marketing efforts.Experience with targeting, segmentation, and list acquisition to build prospect lists for demand gen campaigns.Hands-on MarTech stack management experience (HubSpot, Salesforce, ZoomInfo, other technologies

Hiring organization
Biobot Analytics

Job Location
Remote

Base Salary
$ 62500 - $ 107500

Date posted
June 8, 2024

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to host and distribute content).Experience defining and implementing a test and learn strategy, A/B testing and taking learnings and scaling up what drives performance and results.Extremely collaborative and engaging, drawing on different teams and resources to get the job done all the while building consensus among multiple stakeholders.Excellent analytical skills with the ability to translate complex data into straightforward and actionable recommendations.Proven leadership with a strong team-work orientation and the ability to work in a constantly changing and evolving organization.Previous experience managing external vendors and consultants is a plus.Education and/or Work Experience Bonuses (What will help you succeed): Healthcare industry experience preferred, well versed in patient/pharmaceutical marketing is a bonus.Prior start-up experience/ experience creating foundational processes to support team growth. Powerful writing and editing skills.Project management experience on distributed teams.Strong familiarity with the biotechnology industry.Strong interpersonal skills â[?][?] ability to network and communicate with people from various backgrounds.Eye for design and beautiful content. Physical Requirements and Special Demands: N/AnPlease see below for more information about Biobot, including our benefits overview, company background, and employment eligibility requirements. Employment EligibilityWe are unable to sponsor work visas at this time. Additionally, we are currently only accepting applicants from the states listed below. You will be asked to confirm your location in your application to help us determine your eligibility for this position. Alabama, Arizona, California, Colorado, Connecticut, Florida, Georgia, Louisiana, Massachusetts, Maryland, Michigan, Minnesota, Missouri, North Carolina, New Hampshire, New York, New Jersey, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Virginia, Washington, WisconsinOur BenefitsHealth Coverage Free medical, dental, and vision insurance for employees and their families, including a $0 deductible medical plan. We want our employees to manage their health and that of their families without worrying about high premiums or deductibles.Self CareUnlimited PTO with 3 week minimum. Whether it's playing MTG or D&D, singing on stage, camping, raising chickens, or anything else that inspires, we want our employees to unplug and explore their passions.Biobabies12 weeks parental leave at 100% pay. We love Biobabies and know that bonding with a new child is a critical need for employees and Biobabies alike.Savings3% Biobot 401k contribution. Regardless of whether our employees contribute, we contribute 3% of salaries into participating employees' 401k accounts because we want to support their long-term financial goals.WorkspaceOnsite or at home, we ensure our employees' workspace is set up for success through generous home office stipend for remote employees, free parking or commuter benefits and on-site meals for lab employees.About Biobot At Biobot, we are working together to build a team environment in which everyone can thrive and is proud to belong. We are an equal opportunity employer and our goal is to be a diverse team that is representative, at all job levels, of the society we live in. We encourage applications from candidates of all identities and backgrounds, including those who are traditionally underrepresented in technology startups.Our mission is to transform wastewater infrastructure into public health observatories. Named as one of Fast Companyâ[?][?]s most innovative companies in the world in 2021, Biobot Analytics is a wastewater epidemiology company and uses technology developed at MIT to measure biomarkers in sewage to better understand population health in cities. We first launched an opioid product to support government and public health officials in responding to the opioid epidemic, and in 2020 launched a Covid19 product to estimate the scope and trend of the outbreak in communities. We have operated in almost 500 communities across 43 U.S. states, generating Covid19 case estimates for over 13% of the U.S. population.Battling the opioid epidemic and now the Covid19 pandemic is just the beginning – weâ[?][?]re transforming sewage into a data asset and building a public health database. Eventually, Biobot data will be an early warning system for disease outbreaks, a map of nutrition disparities, and more. Headquartered in the Boston

area with an office in NYC, we aim to create the bedrock of human health infrastructure and smart cities in countries across all six continents. Please visit our website at www.biobot.ioPlease mention the word **ROOMY** and tag RMy45MS4xOTYuNTE= when applying to show you read the job post completely (#RMy45MS4xOTYuNTE=). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

Job listing via RemoteOK.com