

Marketing Specialist

Continental US| Location



Send your resume to careers@seqwell.com

Join the seqWell journey!

Do you enjoy the challenge of building the brand and market awareness with a new and growing life sciences company? Our mission at seqWell is simple; we strive to unlock the full potential of modern NGS instrumentation through a transformative library prep technology called plexWell™. Our workflow enables scalable multiplexing with fewer steps and cost-consuming normalization to achieve greater efficiency, cost savings, and minimize time to results.

What we are looking for:

seqWell Inc. is seeking an experienced, marketing specialist to join our rapidly expanding team. Building on our core strengths of molecular reagent design and workflow engineering, seqWell's product portfolio allows improvements in the scale and quality of DNA sequencing results. Our customer segments include academia, government, biopharma, translational research centers and diagnostics service providers.

As we grow and expand our global reach, we are seeking a marketing specialist to develop and implement a multi-faceted marketing plan. This position provides a wonderful opportunity to work with a growing team with significant potential for personal and professional development. The ideal candidate will have experience with marketing communications in life sciences, and experience working with outside agencies and partners to coordinate marketing efforts across numerous channels.

As a member of the Sales and Marketing team, the position will interact directly with product management, sales, and the applications teams to execute a broad range of marketing programs and actions. This role will develop and measure a set of Key Performance Indicators (KPIs) to ensure these efforts deliver the required business impact and ultimately revenue growth and customer expansion. This position reports to our head of Sales and Marketing.

How you will contribute:

- Develop and implement timely and impactful marketing plans and programs, working closely with internal colleagues and external partners.
- Develop and update marketing and sales collateral, manage trade show participation, execute product marketing campaigns and develop related product literature and documents.
- Working with outside partners, manage marketing and sales processes and assets/business systems such as our website, HubSpot marketing and CRM platforms, and other on-line and digital channels.
- Develop, collect and analyze data to assess impact of marketing communication efforts as a basis for refinement or additional Investment.
- Help manage user meetings, outside seminars and webinars and new product launches.
- Manage and improve our customer data base, making it a more valuable part our marketing campaigns.

What you will bring:

- A degree and/or significant background in marketing; a technical degree and or experience in life science tools is a plus.
- Outstanding computer skills in appropriate software tools; experience with HubSpot a plus
- Excellent verbal and written communication skills
- Proven capability in working with outside vendors and partners to execute a comprehensive and timely marketing plan.
- Attention to detail; apply creative concepts to our programs.
- Able to multi-task, prioritize, and manage time effectively.

Be a part of the seqWell team today!

seqWell is an Equal Opportunity Employer and Prohibits Discrimination and Harassment of Any Kind: seqWell is committed to the principle of equal employment opportunity for all employees and to providing employees with a work environment free of discrimination and harassment.