# Marketing Program Manager

Onsite (Beverly, MA), Remote or Hybrid

Send your resume to careers@seqwell.com

## Join the seqWell journey!

Our mission at seqWell is simple. Responsive to the needs of our customers, we develop scalable genomics products that simplify sequencing workflows. Our workflow enables scalable multiplexing with fewer steps and cost-consuming normalization to achieve greater efficiency, cost savings, and minimize time to results. We are a fast-moving, innovative company focused on customers while providing a fulfilling work environment for our team members.

## What we are looking for:

The Marketing Program Manager turns seqWell's marketing strategy into engaging multi-channel campaigns and compelling materials to support revenue growth across our NGS library prep portfolio. Reporting to the Director of Marketing, this person plans, executes, measures and refines programs from new product launches to ongoing customer engagement to build a high-quality marketing pipeline and accelerate product adoption.

Success requires a hands-on, data-driven marketer who manages budgets, vendors and timelines independently and uses performance insights to keep improving results. This is an ideal role for a highly organized, detail-oriented marketer who loves making things happen.

## How you will contribute:

**Campaign Design & Execution**

- Execute all aspects of multi-channel marketing campaigns to accelerate adoption, improve pipeline speed, and drive revenue for seqWell technology and library prep solutions
- Align marketing activities, events, and channels with campaign strategies to attain identified goals including awareness, education, lead generation, nurturing, sales enablement and loyalty
- Build campaign-specific messaging incorporating appropriate product portfolio and value propositions for targeted audiences
- Support launch of new products through integrated marketing programs that align with go-to-market (GTM) strategies and product positioning
- Work directly with necessary outsource providers to fully execute campaigns
- Manage campaign budgets

**Marketing Content**

- Ensure that scientific and technical content is effectively translated into engaging marketing materials using identified channels including website, social media, digital marketing, emails, and third-party agencies
- Work with Product Managers and subject matter experts to refine webpages, collateral, white papers, webinars, case studies, and blog content
- Own the day-to-day management of customer-facing marketing collateral, ensuring materials are current, accurate, organized, and readily accessible to internal teams and distributors

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**Digital Marketing**

- Full ownership of social media and digital marketing channels and calendar
- Perform appropriate A/B testing to achieve optimal engagement
- Manage SEO and GEO health via content optimization
- Maintain GDPR-compliant marketing database
- Develop and implement marketing automation programs

**Analytics/KPI Analysis**

- Develop, track and analyze marketing metrics to assess campaign success and individual activity performance, identifying opportunities for improved engagement and conversion

## What you will bring:

- 6+ years of experience in marketing, marketing operations, or product management within the life sciences marketplace
- Degree in Genomics, Molecular or Cellular Biology, Genetics, Biotechnology or related field is preferred
- Direct experience marketing genomic technologies or products, with a working knowledge of next generation sequencing (NGS) is preferred
- Proven track record and experience in leading campaign development, execution, and budget management across multiple channels such as email, social media, digital advertising, and/or web
- Working knowledge of SEO, GEO, digital marketing, paid media platforms, marketing automation, CRM systems such as Sales Force, and marketing analytics
- Ability to build and present clear performance dashboards and translate campaign data into recommendations for stakeholders
- Highly organized with exceptional attention to detail and demonstrated ability to manage multiple projects and deadlines simultaneously
- Excellent communication and presentation skills, able to simplify complex scientific concepts for diverse audiences
- Ability to build cross-functional working relationships
- Strong problem-solving skills and a proactive mentality
- Resourceful and collaborative team player who is willing to jump in when needed to help the broader team succeed
- Comfortable working in a dynamic, fast-paced environment

The expected annual salary range is $115,000 to $140,000. Actual salary will vary based on several factors, including but not limited to, relevant skills, experience, and qualifications.

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.