

Sr Manager Market Development, Channel Marketing (Req. 1861)

Position Summary:

To identify, manage and deliver the right message(s) across the Molecular Biology Business to the right customer through key channels, globally. Channels include, but not limited to, E-channels (web, internet, B2B), supply centers, SEO/SEM. This role contributes to the success of generating demand, supporting the global brand and determining optimal utilization of key channels, globally.

Essential Functions:

. Assist in the development and/or integration of various marketing strategies with respect to key channels (E-channel, supply centers, etc.), including, but not limited to how these channels play or can be optimized in the following strategies:

- 1) final Go To Market/Marketing Mix Strategy
- 2) Segmentation Strategy, i.e. lab mom, bio-tech, academic, molecular diagnostics, PCR
- 3) Competitive Response Strategy
- 4) Price Getting Strategy
- 5) Market Dynamics
- 6) Consumption Dynamics (customer behavior)
- 7) Purchase Dynamics (customer behavior). Maximize business in these channels per framework set up by regions and/or global marketing.

. Gather & interpret data to determine the effectiveness of marketing through these channels; our channel strengths, weaknesses, opportunities and threats (SWOT) ; Analytics; click-throughs, total channel visits/traffic, AOV, conversion

. Using data gathered, make recommendations for priorities and project allocation. Gather VOC (to develop message and segment strategy); VOS to beta test new tools and provide input to future projects/enhancements.

. Create tools, training and updates to Molecular Biology and Global/Regional Marketing teams. Coordinate across Molecular Biology, and contribute to, the development of messaging & tools that communicate the value/brand through E-marketing and supply center channels as it relates to (or touches) Molecular Biology (in-line with the overall Molecular Biology and Invitrogen Brand); Write, and/or work with Segment teams to develop content for web, supply centers, and B2B environments, etc; manage & coordinate with regional sales teams as it relates to these channels; Identify & execute cross-segment optyps; execute cross-Div strategies that relate to these channels; identify and purchase Research Reports (secondary product); Commission research reports via centralized function

. Manage large channel projects and interface with multiple teams. Ensure activities in the channels are within budget; Initiate projects/items in the Global Marketing Planner; provide Q&A support for Sales; complete IPDF applicable gate deliverables

. Uses skills as a seasoned, experienced professional with a full understanding of Invitrogen's business, competitors, and industry trends, and how they impact work

processes and deliverables.

Skills/Abilities:

Required: Has proficient to thorough understanding of market development.

Required: Ability to work on problems of routing to diverse scope. Identifies problems, answers questions, gain cooperation of others and implement efficient solutions.

Develops and presents formal management presentations.

Preferred: Knowledgeable of Biotech industry and competitors.

Education/Experience:

Required: Bachelor's degree in Marketing, Business, Biology, Chemistry, Biochemistry or related discipline. 5 years experience in a market development role. MBA preferred.

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