

Marketing Specialist

Luceome Biotechnologies, an emerging biotechnology company, provides unique assay solutions to clients for selectivity profiling of drugs against specific targets. Luceome's assays are based on a technology platform that utilizes luciferase fragment complementation, which allows identification of target and off-target effects of drug candidates with high sensitivity and minimal background interference. For more information, please visit www.luceome.com.

Position Overview

This position will be responsible for supporting the company's business by creating and executing advertising campaigns and product marketing programs, performing marketing communications and trade show coordination, and managing the company's website and other company-related web presence.

Key Responsibilities

- Leads the development and execution of strategic communications plans that support product and service activities; including use of appropriate channels, messages and communications tactics
- Leads product positioning, messaging and core creative development working with management to ensure company needs are met
- Produces communications materials and maintains project records
- Maintains projects within allocated budget, proposing cost-saving measures where appropriate
- Aligns with communications industry trends

Qualifications

- BS in Life Sciences with minor in Business, Marketing or a related field preferred
- 3+ years' prior marketing communications experience, including strategic planning for product launches/product campaigns.
- Must have demonstrated project management skills and proficient in using Microsoft Office including Word, Excel and PowerPoint
- Excellent communication (written and verbal) and interpersonal skills required
- Must be able to travel up to 25% (domestic)
- Highly self-motivated contributor who works well as an individual and within a team environment

Key accountabilities

- Ensure all assigned projects and responsibilities are executed on schedule, to spec, within budget, and meet a high standard of quality
- Production of marketing communication materials including targeted e-mail blasts, promotional web content, and press releases
- Management and optimization of Paid Search Advertising (AdWords)
- Support the conception, implementation and monitor social media marketing campaigns and maintain ongoing program of all social media content and marketing activity

Interested candidates are encouraged to send their resume with cover letter to info@luceome.com.