

Marketing Specialist – ALine, Inc.

ALine is a recognized leader in the development of Microfluidics-based products that enable scientists and engineers to develop the next generation of diagnostic products for health, environmental, and food monitoring. If you enjoy the prospect of We are looking for a Marketing Specialist with a technical background. The Marketing Specialist will work with senior management and sales to develop and execute marketing strategies in print, advertising, website, and social media. The position is responsible for campaign development, analyzing the effectiveness of each campaign and developing our lead generation programs. The successful candidate will play an integral role in building and engaging the company's customer base, and creating effective strategies that will promote the long-term growth of our firm.

Job Accountabilities include

Maintain and update the online marketing plan for the website and social media

Work closely with the sales team on program development and implementation

Attend tradeshow and support sales in managing the message and lead capture.

Generate and update website content (products, content, promotions)

Create and execute lead generation programs

Work with agencies to build traffic & sales via the website (PPC agency, email marketing provider, e-commerce provider, etc)

Monitor key performance indicators on the website and develop plans to improve them

Plan, define and implement website changes and functional improvements

Develop metrics and reporting methodologies to determine campaign efficiency

Ensure creative marketing materials undergo regular review and adhere to brand guidelines

Develop and communicate marketing plans, campaign results and project recommendations to senior management team

Skills:

Bachelor's degree in the sciences (biology, chemistry, bioengineering) with course work or experience in marketing. -OR-

Bachelor's degree in marketing with coursework and demonstrated proficiency in basic sciences.

Strong organization and prioritization skills

Proficiency with social media platforms including twitter, facebook, Linked In.

Proficiency with Google Analytics and web analysis tools

Proficiency with wordpress (Salient, visual composer) website and can edit and create posts (blog, website page edits, etc.)

Ability to work well in a fast-paced, collaborative environment

Strong understanding of Microsoft Office programs

Excellent analytical, communication and presentation skills