

Marketing Programs Manager

What we are looking for in a Marketing Programs Manager

As the MPM at MedGenome, you will be the program lead for all of our marketing program deliverables across email, website, blog, social media, events, and other channels we identify. You will work closely with the company's content and product leaders and sales team.

You have experience implementing multichannel marketing programs and leading content projects for a life sciences company, preferably with experience in NGS. You'll be ready to guide projects from start to finish, and be excited to put your mark on a growing company. You're a big thinker, a creative storyteller, and a precision writer who likes to try new things and follow the data.

For example, you're not intimidated, but rather are energized to try new tools like ChatGPT to dramatically accelerate your work, from developing new highly targeted content to planning and optimizing your marketing programs.

Responsibilities


- Contribute to thought leadership and content marketing strategy that drives brand awareness, sales enablement, lead generation, and market engagement
- Manage the editorial calendar, holding others accountable for their part of the plan
- Develop content and social media plans with input from leadership and sales
- Oversee content distribution and engagement across the company's social media and outbound email channels working with our marketing automation team
- Collaborate with leadership on goals and clearly defined metrics to measure the quality of content, audience growth, engagement, and content reach
- Refresh and optimize existing content on a recurring basis
- Proactively identify content gaps and liaise with key stakeholders to fill those gaps
- Manage the integration of events/conferences as part of our marketing strategy
- Coordinate and amplify MedGenome presence (abstracts, speaker slots, dinner/lunch events) at conferences we sponsor throughout the year

Skills we're seeking

- 3+ years of experience in writing, content creation, and content planning
- Demonstrated experience delivering content and marketing programs in the life sciences industry
- Knowledge of the NGS market and the various platforms that are on market
- Familiarity with digital customer experiences and the buyer's journey
- Editorial mindset that seeks to understand what audiences consume and how to create it
- Exceptional writing skills, with the ability to write for a human audience
- Proficiency in SEO and optimizing content
- Proven creativity and flexibility, you're not afraid to be bold
- Proven ability to and willingness to self-direct and self-motivate
- A keen eye for detail and a commitment to sending out high-quality, error-free work that builds the brand


Please e-mail your CV to careers-us@medgenome.com

Get in touch

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