

Newomics Inc., a venture-backed and NIH-funded biotechnology startup company in the San Francisco Bay Area, develops and commercializes enabling platforms and solutions for precision medicine. Newomics has unique infrastructure and resources to make major contributions to personalized healthcare. For more information, visit www.newomics.com.

Newomics has an immediate opening for a full-time **Marketing Specialist**. Newomics will provide a comprehensive compensation package including salary, equity, and benefits such as PTO, medical/dental/vision and 401(k) plan.

Job Summary/Essential Functions:

Responsible for designing, creating, and delivering marketing programs to support the growth and expansion of company products and services. Creates, conveys brand messages and improves brand awareness. Develops sales presentations and provides reports based on information collected such as marketing trends, competition, new products, and pricing. May coordinate involvement in conferences, exhibitions, and marketing seminars. This position requires Bachelor's, Master's, or PhD degree in Chemistry, Business Administration, Marketing, Communications, or a related field and a minimum of two years relevant marketing experience.

- Develop, implement, and track marketing programs such as email, social media, digital campaigns, and events such as conferences and webinars
- Collaborate with other internal teams (e.g., product and sales) to develop and monitor strategic marketing initiatives
- Analyze and report on the performance and efficiency of campaigns for lead generation
- Conduct market research and analyze trends to identify new marketing opportunities
- Develop and create marketing materials, such as sales and product collateral, and ensure brand guidelines are met
- Write, proofread, and edit creative and technical content across different mediums
- Work with external agencies and vendors to execute marketing programs
- Understanding of LC/MS, as well as communications experience, preferable within a marketing team
- Excellent writing skills both in science and general writing
- Ability to translate complex LC/MS concepts for potential customers and investors
- Ability to edit scientific/technical materials
- Experience writing technical marketing materials
- Excellent analytical skills and a knack for data analysis
- Ability to travel as necessary
- Experience managing social media preferred
- Ability to work collaboratively, but self-motivated to write independently and in a timely manner
- Strong prioritization, organization, and project management skills
- Highly motivated, a team player, a quick learner, and a problem solver
- Excellent oral and written communication skills
- Ability to work in a fast-paced startup environment
- Other duties as assigned
- Eligibility to work in the United States without sponsorship

Educational Requirement:

- Bachelor's, Master's, or PhD degree, in Chemistry, Biochemistry, Business Administration, Marketing, Communications, or a related field

Experience Requirement:

- 2-5 years of experience in marketing
- Strong knowledge of various marketing and analytics tools such as Marketo, Google Analytics, CRM systems (e.g., Pardo, Salesforce), and content management systems

To apply

Please send a cover letter and a resume to jobs@newomics.com.

Please visit our website at the following link for additional information and to learn more about us and all our exciting career opportunities.

<https://www.newomics.com/careers/>

Newomics is an Equal Opportunity employer and will consider you without regard to your race, color, religion, sex, sexual orientation, gender identity, national origin, protected veteran status, or disability status. Newomics will provide reasonable accommodation to individuals with disabilities to participate in the job application or interview process, to perform essential job functions, and to receive other benefits and privileges of employment. Please contact us to request an accommodation.