

Senior Marketing Manager, San Diego

For over 25 years, ScienceMedia Inc has been at the forefront of delivering innovative, multimedia learning solutions aimed at improving clinical competency across all functional areas in the world's leading life sciences organizations. ScienceMedia Inc draws on its expert team of clinical writers, instructional designers, and multimedia artists to produce impactful training on the highest risk areas of a clinical trial. SMi Trial™ mitigates clinical risk and decreases trial cost by optimizing study compliance throughout the lifetime of your clinical trial. SMi Source is a mobile-enabled, cloud-based science education library that provides 16,000+ microlearning topics and 400+ full courses covering a vast catalog of disease and therapeutic areas.

Change the conduct of clinical trials. Join ScienceMedia Inc to lead the expansion of its clinical training product, SMi Trial, which trains site personnel on the protocol with effective multimedia, clinical scenarios, and comprehension measures, resulting in fewer significant protocol deviations, higher quality data, and more evaluable subjects. SMi Trial reduces costs and shortens clinical trials. This leadership role will expand SMi Trial's features, impact, and proof points so that this approach becomes the new normal in the conduct of clinical trials.

Position Overview:

ScienceMedia is looking for a Director or Sr. Manager Marketing is a critical, high-visibility role within ScienceMedia. The position reports to the VP of Sales and Marketing but will work closely with the CEO, product, and clinical teams to develop and execute the marketing plan effectively. Working directly with global biotech, pharmaceutical companies, and CROs, this role will have responsibility for driving sales enablement and lead generation, product/service awareness and adoption, marketing budget oversight, support of digital marketing channels, PR, and events. Must be data-driven, have a strong perspective on revenue-generating marketing activities, and have experience developing a sales funnel that aligns with sales and company leadership objectives.

Essential Responsibilities:

- Develop and execute go to market strategy to support short and long-term business objectives including revenue growth in product/service lines and customer segments.
- Develop messaging and tools that communicate the value of ScienceMedia's products and services directly to customers through best practice utilization of digital marketing channels.
- Work with external marketing agency to develop campaign requirements, content and creative.
- Provide support to sales & business development team for implementation of programs to drive inbound lead generation and generate awareness to meet revenue goals.
- Improve the effectiveness of marketing programs through better targeting across digital channels including website.
- Develop, implement, and maintain lead tracking, campaign ROI, marketing metrics and other sales/marketing analytics using Salesforce, Pardot, Google Analytics and other tools.
- Effectively utilize marketing automation, CRM, and social media tools for digital engagement.
- Leverage KOL relationships for customer engagement marketing, events, and customer testimonials.
- Manage international and domestic trade shows and webinars from planning through execution
- Develop and execute plans for the launch of new products/services.

Required Skills/Experience:

- BS in life science field, marketing, or communications.
- 7+ years experience leading marketing teams in the life science / biotech industry with knowledge of medical affairs and clinical trial education
- Experience marketing content and software directly to sponsors a plus
- Proven track record of demonstrated capability in a broad range of areas including, but not limited to, marketing, leadership, and product/service launch programs.
- Experience with web, social media, Salesforce, Pardot, or other marketing automation tools
- Excellent organizational, analytical, strategic, and interpersonal skills

Benefits:

- Competitive base compensation plus bonus and stock options
- PTO & paid holidays
- Company assisted medical and dental insurance coverage
- 401K
- Educational Assistance for continuing education
- Casual dress code
- Teamwork environment
- Quarterly social events

To apply, please send resumes and cover letter. This is an in-house position, freelance candidates will not be considered.

Job Type: Full-time

Job Location: San Diego, CA