

PRODUCT MANAGER

Active Motif, Inc. is a privately held biotechnology company focused on supplying innovative kits, reagents and services for epigenetics and gene regulation research. We currently have an opening for a Product Manager to join our team.

Key Responsibilities

- Develop strategic marketing plans including analysis of customer segments, competitor analysis, business trends and market opportunities
- Develop and execute tactical marketing plans for new and/or existing products
- Create and implement appropriate marketing content across multiple channels, including social media, web, video, print and more
- Develop sales force training and customer education material in collaboration with product management, R&D and commercial teams
- Ensure consistency with brand profiles and company standards
- Act as a brand ambassador, understanding, upholding, and communicating our multi-brand strategy in all aspects of our marketing programs
- Interact with varying levels of internal and external personnel including direct customer communication, public presentation, and a team-focused approach
- May perform other related duties as required and/or assigned

Required Qualifications

- 3 years of experience developing marketing tactics and successfully implementing marketing plans for molecular biology or relative industry
- Exceptional communication skills as well as analytical, project management and planning skills necessary
- Experience with product marketing plans, general knowledge of industry practices fort promoting and selling similar products
- Strong business acumen and customer focus are essential
- Bachelor's degree in science
- Ability to travel up to 25%

Desired Qualifications

- Advanced degree in Epigenetics or Gene Regulation related discipline
- Knowledge of the following key competencies: 4Ps and marketing mix, marketing communication, communication channels, channels-to-market, segmentation, value proposition and marketing program development and execution
- Experience with marketing and voice of customer

Interested individuals should submit a cover letter and resume outlining qualifications and experience to hr@activemotif.com.