



Company: Vizgen
Title: Senior Marketing Manager
Location: Cambridge, MA

About Vizgen:

Vizgen is a rapidly growing company developing the next generation of spatially resolved genomic profiling tools that enable researchers to gain new insight into the biological systems that underlie human health and disease. The company's groundbreaking MERFISH spatial transcriptomics technology images RNA molecules with high accuracy and unrivaled detection efficiency at subcellular resolution. MERFISH provides transformative insight into a wide range of tissue-scale basic research and translational medicine in oncology, immunology, neuroscience, infectious disease, developmental biology, and regenerative medicine. For more information, go to www.vizgen.com

Summary:

Working closely with the company's senior leadership team, the Senior Marketing Manager will lead the company's marketing activities including the development, coordination, and execution of Vizgen's corporate branding and company's first product launch. We are looking for a passionate, team-oriented marketer, that has a deep understanding of the life sciences tools market and customer behaviors and enjoys working in an energetic and entrepreneurial environment.

Key Responsibilities:

- Develop marketing plan and campaign for company's first product launch
- Establish branding, positioning, and messaging at both corporate and product level
- Work closely and communicate with senior leadership team on strategic and tactical planning
- Coordinate and execute on tactical plan to promote MERFISH including webinars, tradeshows, collateral, scientific publications, and white papers
- Manage communications with KOL's to drive scientific presence at tradeshows and conferences, and organize focus group or user group meetings on MERFISH
- Coordinate lead generation, maintain database for leads, develop nurturing campaigns, and establish tracking metrics
- Oversee and manage company website
- Manage external vendors that support marketing activities
- Operate within a defined budget
- Support PR and social media activities

Requirements and Qualifications:

- 6+ years in commercial related functions in Life Sciences with more than 3 years in a dedicated Marketing role



- Strong experience and knowledge in leading product launches in the Life Science research tools space targeted toward Academic and BioPharma customers
- Direct experience in spatial genomics, sequencing, single-cell analysis, digital pathology, RNA-ISH, and related areas strongly preferred
- Bachelor's degree with preference toward Marketing, Communications, or Business Administration and/or MBA degree
- Enthusiastic and passionate about marketing and the Life Sciences
- Able to work unpredictable hours and travel when needed
- Excellent communication and presentation skills
- Enjoys working in entrepreneurial but collaborative team-oriented environment
- Creative, self-starter, highly organized, and able to flourish in a dynamic small company environment
- Highly skilled in the technical use of marketing and communication platform tools including marketing automation, CRM, artwork and collateral design, video editing, web analytics, PowerPoint, Excel, Word, and other relevant software applications

To apply for this job please send a copy of your resume with job title in the subject line to:

jobs@vizgen.com