

SCIENTIFIC MARKETING SPECIALIST, IMMUNOLOGY

STEMCELL Technologies Inc. is a privately-owned biotechnology company based in Vancouver that helps power leading-edge life science research around the world. Scientists performing stem cell, immunology, cancer, regenerative medicine and cellular therapy research are among those who rely on our cell culture media, cell separation products, instruments, ancillary reagents and contract assay services. We create novel, useful, standardized products of unfailing quality and deliver them to more than 70 countries via our many regional offices plus distribution centres in Vancouver, Seattle, Grenoble and Singapore. Driven by our love of science and our passion for quality, we see ourselves simply as “Scientists Helping Scientists” – standing by our customers to provide outstanding products, technical support and training. We have approximately 500 science-oriented employees globally, including 100 PhDs/MScs, with most others holding a BSc or engineering degree. STEMCELL is proud to be the largest Biotechnology employer in BC.

Currently we have an opening for a Scientific Marketing Specialist position for Immunology products. This position supports the Immunology Product Marketing Managers to generate marketing copy and execute marketing campaigns that advance product line strategy, to launch new products and maintain existing products.

DUTIES AND RESPONSIBILITIES:

Marketing Campaigns:

- Work with Scientific Team Leader and Product Marketing Managers to develop and execute marketing campaigns to deliver on product line / market segment strategy, product line sales and marketing goals
- Work with Scientific Team Leader and Product Marketing Manager to develop key messages for campaigns and to develop campaign plans
- Work with Scientific Team Lead and Product Marketing Managers to create or enhance marketing collateral (e.g. advertisements, tradeshow booth graphics, websites, and other print and web based promotional materials); draft copy;
- Collaborate with Marketing Communications to produce final marketing collateral, including formatting and graphics, for approval by Scientific Team Lead and Product Marketing Managers; update status of assigned tasks in project management system; monitor execution of campaign plans
- Collaborate with Marketing Communications to propose and leverage social media, online and other innovative marketing tools
- Assist the Product Marketing Managers to liaise with our International Offices and Export Manager to determine marketing needs and implement appropriate regional tactics
- Work with Management to measure and report on the effectiveness of campaigns in driving revenue

Product Support:

- Work with Tissue Team members in R&D, Operations and Sales and Marketing to ensure activities required for product launches and product changes are completed in a timely manner
- Attend interdepartmental meetings to provide guidance or updates regarding product changes and implement assigned tasks

QUALIFICATIONS:

- Graduate degree in the biological sciences with training and expertise in the field of cell biology and/or immunology is mandatory; a PhD is strongly preferred.
- Experience in a marketing or communications role, demonstrating the ability to translate marketing strategy into tactical plans and execute against those plans is an asset.
- Excellent oral/written communication skills. Detail oriented with ability to meticulously copy edit materials is critical.
- Excellent project management and organizational skills. Experience coordinating multiple projects with varying deadlines, including the flexibility to adjust to rapidly changing priorities is an asset.
- Ability to work effectively both independently and as part of a dynamic team.
- Ability to work well under pressure.

This is an opportunity to work with highly motivated colleagues in a science-oriented, creative and dynamic environment. We offer a competitive salary, excellent benefits and significant career development opportunities. If you are interested in this challenging and rewarding position, please [apply here](#).