

Marketing – Scientific Instrumentation

Maryland

VRS is excited to present a dynamic and engaging Marketing role for a well-respected instrument vendor specializing in front end sample prep solutions. We are looking for an experienced Marketeer that has worked within the field of Scientific Instrumentation (ideally separation science) and been involved in developing and launching digital marketing campaigns. You must be highly credible, and able to create and present technical content to other Scientists. Please read below for more details!

Primary Responsibilities:

- Drive product awareness and sales leads by developing and implementing dynamic marketing campaigns
- Strategize with senior leadership and report KPIs regularly
- Implement a strong digital marketing campaign (e.g. emails, blog, etc.)
- Organize customer facing events such as lunch and learns, webinars, and trade show exhibits
- Provide upstream customer feedback to guarantee future success in the market place
- Manage and update website and other online content
- Contribute to marketing content creation (online and printed)

Candidate Qualifications:

- Minimum of Bachelor's degree, ideally in a scientific discipline
- 3+ years of deep experience in technical marketing
- Ability to devise AND implement digital / social media marketing campaigns; must be tech savvy and understand tools such as online analytics and email marketing
- Background in chromatography (GC / LC) and/or mass spectrometry desired
- Experience in project management / multi-tasking; must be organized and highly presentable
- Previous employment with an instrument vendor is a PLUS!

Compensation

- Base salary 90-100k + Bonus
- Competitive healthcare coverage (80% of family and full deductible + vision + dental)
- 401k + 3.5% match
- Relocation assistance provided

APPLY NOW!

If this role is of interest to you, and your background is suitable, please email your resume in WORD format to eberner@VRS-US.com

For further details or related opportunities contact VRS Recruitment:

info@VRS-US.com

www.VRS-US.com

Due to the volume of responses, only qualified candidates will be contacted.

Feel free to forward this message to other qualified colleagues looking for similar opportunities.

Thank you, & Be Well!

-Evan Bernier, Ph.D. (U.S. Business Development Manager)

VRS (Vantage Resourcing Solutions, LLC) combines Recruitment and Analytical Chemistry expertise to provide an efficient and focused service to client and candidate alike. Our high level of quality service and technical expertise has secured our reputation as a premier supplier of **Mass Spectrometry** and **Analytical Chemistry** Recruitment Solutions.

Keywords: social media, digital marketing, Food safety, environmental testing, headspace, automation, sample prep, Marketing, manager, business development, communication, digital media, lead generation, sales, commerce, customer facing, GC, gas chromatography, marketer, market development, Analytical chemistry jobs, mass spectrometry jobs, analytical chemistry recruitment, mass spectrometry recruitment, chromatography jobs, chromatography recruitment, Analytical Chemistry recruiter, Mass Spectrometry recruiter, Mass Spec recruiter, Chromatography recruiter, LC/MS jobs, LC/MS recruitment, LC/MS recruiter, Analytical Chemist, Mass spectrometrist, LC/MS chemist, mass spec jobs, mass spec recruitment, mass spec recruiter, cannabis chemistry jobs, cannabis chemist jobs, cannabis chem jobs, clinical toxicology jobs, clinical tox jobs, proteomics jobs, clinical recruiter, clinical tox recruiter, clinical jobs, field service engineer, FSE jobs, analytical instrumentation jobs, analytical instrumentation recruiter, analytical instrumentation recruitment