

Singota Solutions

Job Description # JD180

Job title: Marketing Associate

Department: Business Development and Marketing

Position Type: 40 hours/week

Reports to: Senior Director of Business Development and Marketing

General Description: The role of the Marketing Associate is to identify customer leads through data search activities, and support marketing functions including:

1. Keep internal lead databases up to date and organized.
2. Conduct research of target markets for new opportunities using databases, both internal and external, determine quality of leads and make introductions when needed.
3. Catalog current leads and various databases and pull account information for weekly sales meeting discussions.
4. Update directories, clean up entries, pull reports, analyze and report on trends.
5. Maintain and manage current Customer Resource Management (CRM) and Business Opportunity Review systems.
6. Track prospective client inquiries and outcomes.
7. Organize email lists for marketing campaigns and compile results.
8. Assist with preparation for multiple trade shows including assessing the condition of materials, packing of containers and completing item checklists.
9. Support client facing groups for travel and site visitations with marketing materials, conference room set-up, and various amenities as needed.
10. Maintain marketing and promotional material inventories.
11. Update site marketing materials as required including banners, posters, pictures.
12. Update the break room communication board.
13. Ability to travel if needed.
14. Comply with quality and safety management systems including requirements for documentation, training, system use, SOPs, processes and procedures.
15. General support required of a company where everyone is expected to perform multiple tasks both inside and outside their department to meet the needs of the business.

Required Characteristics and Skills

1. Customer service oriented.
2. Excellent communication skills – oral and written.
3. Trustworthiness and personal integrity – able to maintain a high degree of confidentiality.
4. Results driven, hard worker, and self-starter willing to take initiative.
5. Positive attitude and good judgment; respected by peers as a contributor to the team.
6. Excellent time management, multi-tasking and organizational skills.
7. Attention to detail, strong editing, and information organizational skills.
8. High degree of proficiency in databases, MS Office products, and CRM systems.
9. High degree of proficiency and expertise in Excel preferred.

Education and Work Experience Requirements:

1. BS in marketing preferred, or business management.
2. 1-2 years of relevant market research, sales, or related marketing experience required.
3. Experience in the pharmaceutical and/or life sciences industry, especially a contract service organization preferred.
4. Experience in B2B marketing role a plus.

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