

Content Marketing Manager

Full Time – Bozeman, MT

Golden Helix is a leader in genetic analytics software tools and services. We help researchers and clinicians to make novel discoveries, publish significant results and leverage genomic information to conduct life-saving diagnoses.

We are looking for a Full Time Content Marketing Manager in our Bozeman, MT office to support our content marketing strategy. We want to add an innovative self-starter to our team who can help conceptualize, develop and effectively execute across a mix of platforms including our website, social media, and the press. If you are sharp, organized and capable of taking on a complex set of products and delivering our message to a global audience, this could be the right job for you!

Job Description

As the Content Marketing Manager, you will work closely with the Executive and Sales Teams to manage the myriad of content marketing activities designed to promote the company's brand, drive traffic and engagement, increase the number of sales-ready leads and grow the company's market share in the life science/genetic analysis industry.

Staying abreast of market trends, you will help develop and execute compelling content campaigns, taking our existing message and delivering it via all digital methods, including audio and video. With a strong understanding of our products and market, that we will help you develop, you will drive topics on the blog and webcasts, strengthen our social media presence and impact on Facebook, Twitter, LinkedIn and YouTube and implement PR strategies to increase our media coverage. You will help manage the development of content for the company website and collaterals, including brochures, infographics, case studies, etc.

This is a Full Time position in our Bozeman, MT office, with full benefits including Paid Time Off, Health Insurance and 401(k) matching, plus long-term incentives tied to company performance.

Requirements

- ✓ 2 - 5+ years professional marketing experience.
- ✓ Bachelor's degree in Science, Marketing, Liberal Arts or other degree with equivalent relevant work experience.
- ✓ Excellent writing skills. Experience with technical or scientific content preferred.
- ✓ Need a working knowledge of HTML, Wordpress, PhotoShop, Acrobat and Illustrator
- ✓ Experience managing and increasing reach on social media platforms
- ✓ Tech savvy and knowledgeable about current best practices in digital marketing
- ✓ Excellent communication skills - written, verbal, presentation and interpersonal – across all levels of the organization and the ability to successfully market technical concepts to PhD- and MD-level prospects.
- ✓ Critical thinker with the ability and desire to learn Golden Helix products and our market.
- ✓ Experience with CRM software such as Microsoft CRM, ClickDimensions or Salesforce preferred.
- ✓ Experience in one of the following markets preferred: genetic analytics, clinical research, bioinformatics, life sciences, or technical software. However, we are willing to train an enthusiastic, quick learner.

How to Apply

To apply for this great opportunity, email your resume (no cover letter) to personnel@goldenhelix.com and tell us in the email why you're the perfect fit for this position.
