

Director Marketing & Operations

Full Time – Bozeman, MT

Golden Helix is a leader in analytics software tools geared towards the clinical genetic testing market and research institutions. Globally, we do business with hundreds of organizations. We have a strong record with major hospitals, testing labs, research organizations, the pharma industry as well as governments worldwide.

We are looking for a Full Time Director of Marketing & Operations in our Bozeman, MT office to help develop and execute our marketing strategy. We're looking for an innovative self-starter who can help conceptualize, develop and execute lead development, content marketing, branding, and website strategies. This person also has responsibility for key operations processes such bookkeeping and payroll. If you are sharp, organized and capable of working both on and in the total marketing system, and want to work at a company where you'll have a major impact, this could be the right job for you!

Job Description

As the Director of Marketing & Operations, you will work closely with the Executive and Sales Teams to help manage our marketing activities designed to promote the company's brand, 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 email campaigns, customer outreach and lead nurture marketing initiatives. With a strong understanding of our products and market, you will help drive topics for the blog and webcasts, write and edit blog posts, and participate in social media efforts on Facebook, Twitter, LinkedIn and YouTube. You will assist with the development of content for and maintenance of the company website and collaterals, as well as analyze the performance of campaigns and other marketing initiatives to leverage improvements to marketing strategy and increase sales revenue. Also, you will oversee the operational side of the business, which includes book keeping, payroll, AR, AP, and basic HR related issues. You will lead a team with specialized knowledge in each of these areas.

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

Requirements

- ✓ 5+ years professional marketing experience.
- ✓ Must have prior experience with operational processes.
- ✓ Bachelor's degree in Marketing, or other degree with equivalent relevant work experience.
- ✓ Excellent time and project management skills.
- ✓ Must have experience with a CRM database such as Microsoft CRM, ClickDimensions or Salesforce.
- ✓ Have excellent communication skills - written, verbal, presentation and interpersonal – across all levels of the organization and have the ability to successfully market technical concepts to PhD- and MD-level prospects.
- ✓ Must have excellent content writing skills. Experience with scientific content preferred.
- ✓ Ability and desire to learn Golden Helix products and our market.
- ✓ Must have advanced experience with MS Office – Outlook, Excel, Word and Quickbooks.
- ✓ Must have knowledge of HTML, Wordpress, PhotoShop, Acrobat and Illustrator.
- ✓ Experience in one of the following markets preferred: genetic analytics, clinical research, bioinformatics, life sciences, or technical software.

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.
