

Marketing Coordinator

Full Time – Bozeman, MT

Golden Helix is a leader in genetic research software tools and services. We're known for helping researchers overcome the obstacles that keep them from making novel discoveries and significant publications. Our business is growing, creating the need to expand our team.

We are looking for a Full Time Marketing Coordinator 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. 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 a member of our marketing team, you will work closely with the Content Marketing Manager and assist where needed with a myriad of 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 drip 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. You will also be a part of the Order Fulfillment Team, creating quotes for the Sales Team and process order fulfillment. In addition, you will serve as a back-up to the Operations department for other duties as directed.

In return we offer:

- A competitive salary, medical and dental insurance, paid vacation and time off, paid disability insurance, and 401(k), plus long-term incentives tied to company performance.
- An exciting role at a professional, well-respected and exciting company, staffed with highly skilled, entrepreneurial colleagues, all while living in one of the most beautiful places on earth.
- A chance to have a direct impact on the growth of our company and the leading-edge research of our customers.

Requirements

- Bachelor's degree in Marketing and 2+ years of experience, or other degree with combination of relevant work experience preferred. Will consider previous marketing administration experience in lieu of education.
- Must have advanced experience with MS Office – Outlook, Excel, Word. Experience with databases (Microsoft CRM, ClickDimensions or other customer database program) strongly preferred.
- Knowledge of PhotoShop, Acrobat, Illustrator, InDesign, QuickBooks and HTML helpful. SEO and Technical writing skills are also a plus!
- Must be an executer who is self-motivated, organized, responsible and detail-oriented. Able to follow a process and work with minimal supervision.
- Comfortable working for a type-A driver personality.

Contact Information

If you are interested, upload your resume and cover letter by going to our website at www.goldenhelix.com/Company/careers and select the job link for Marketing Coordinator. Contact personnel@goldenhelix.com or visit our website for additional information.