



1914 Palomar Oaks Way

Suite 150

Carlsbad CA 92008

## **Product Manager**

Active Motif, Inc. is a privately held biotechnology company focused on supplying innovative kits and reagents for epigenetics and nuclear function research. Active Motif's Marketing group is currently recruiting highly motivated and talented candidates for a Web Content Coordinator position to join our team.

The Product Manager for Epigenetics and Gene Regulation will participate in the development and execution of marketing programs using a multi-channel go-to-market strategy. This dynamic manager will be a key member of the marketing team and will work with a multidisciplinary team to contribute to the overall growth of the Active Motif product line globally.

### **Key Responsibilities**

- Develop strategic marketing plans including analysis of customer segments, competitor analysis, business trends and market opportunities
- Develop and execute tactical marketing plans for new and/or existing products
- Create and implement appropriate marketing content across multiple channels, including social media, web, video, print and more
- Develop sales force training and customer education material in collaboration with product management, R&D and commercial teams
- Ensure consistency with brand profiles and company standards
- Act as a brand ambassador, understanding, upholding, and communicating our multi-brand strategy in all aspects of our marketing programs
- Interact with varying levels of internal and external personnel including direct customer communication, public presentation, and a team-focused approach
- May perform other related duties as required and/or assigned

### **Required Qualifications**

- 3 years of experience developing marketing tactics and successfully implementing marketing plans for molecular biology or relative industry
- Exceptional communication skills as well as analytical, project management and planning skills necessary
- Experience with product marketing plans, general knowledge of industry practices fort promoting and selling similar products
- Strong business acumen and customer focus are essential
- Bachelor's degree in science
- Ability to travel up to 25%

### **Desired Qualifications**

- Advanced degree in Epigenetics or Gene Regulation related discipline
- Knowledge of the following key competencies: 4Ps and marketing mix, marketing communication, communication channels, channels-to-market, segmentation, value proposition and marketing program development and execution
- Experience with marketing and voice of customer

In addition to a highly interactive and stimulating work environment, Active Motif also provides competitive salaries, stock options, and an excellent benefits package. Active Motif is an equal opportunity employer and promotes diversity throughout its workforce. Active Motif is located in Carlsbad, California, and has offices in Belgium, Japan and China. If you are interested in a career with Active Motif, please submit your cover letter and resume outlining qualifications, experience and current salary details to [hr@activemotif.com](mailto:hr@activemotif.com). We thank all applicants, however, only those selected for interviews will be contacted.