

Position: Marketing Specialist / Lead Generation Specialist - Biotech

Location: San Diego, CA (Chula Vista 91914)

Organization

Novogene, headquartered in Beijing with branches in the U.S., U.K. and Singapore, is a leading genomics solution provider with cutting edge bioinformatics expertise and one of the largest next-gen sequencing capacities in the world. Committed to quality service and scientific excellence, Novogene has achieved rapid growth and industry recognition by working in partnership with diverse healthcare, educational and research institutions around the globe to realize the unlimited potential of the rapidly evolving world of genomics. The company has completed numerous major service projects with findings published by top-ranked journals such as Nature and Science. After achieving tremendous success in China, the company established Novogene Corporation in 2014 in the U.S and a state-of-the-art California sequencing center in Sacramento CA in early 2016. The position will work at Novogene Corporation's US headquarters office in San Diego CA.

Job Functions

- Represent the company to attend tradeshows and company sponsored events
- Generate sales leads through online research, phone calls, and vendor show attendance
- Manage and organize customer contacts
- Conduct market research and competitive analysis to guide product positioning, pricing, and sales strategies
- Assist in the development of marketing content and sales tools/presentations
- Execute marketing campaigns and analyze the campaign results
- Establish our web presence to boost brand awareness
- Monitor social media and online communities, as well as press coverage about the company

Preferred Background/Requirements

- Bachelor's degree in biology or related discipline; higher degree in biomedical sciences or marketing a plus
- 1 or 2 years of marketing experience in the biotech industry a plus
- Next-generation sequencing and genomics experience a plus
- Excellent English written and verbal communications skills; excellent presentation skills
- Mandarin written and verbal communication skills a plus
- Highly motivated and successful individual who enjoys a challenging and dynamic work environment
- Ability to multi-task in a fast-paced environment with excellent attention to detail
- Computer proficient: Must be completely proficient and comfortable working in a social media, online environment and using MS Office (Word, PowerPoint, Excel, and Outlook)
- Knowledge of web-based technology and Adobe Creative Suite a plus
- Willing to travel
- Requires American citizenship or with working permit in US.

Salary and Benefits

Competitive salary and benefits including health, dental and vision insurance and 401k

To apply, email Nana Li: nana.li@novogene.com