

JOB DESCRIPTION

Marketing Specialist, North America

Prime Function

To help define, develop and execute marketing plans for North America working in close collaboration with North America Management and ADInstruments' Central Marketing Teams (based in Dunedin, New Zealand) in order to drive revenue growth and increase the company's customer base.

Key Responsibilities

- Help management refine and develop annual marketing plans for North America through gathering and analyzing market research data.
- Assume primary, hands-on role for executing North American marketing plans across a mix of campaigns and initiatives, including managing participation at industry trade shows and events, executing direct mail and email campaigns, refining marketing and sales tools and collateral, supporting public relations and partner marketing activities, and ensuring alignment of these activities with the ADInstruments strategic marketing vision and plans.
- Work with team members, partners and customers to develop an understanding of current and future market trends that may impact ADInstruments sales in the North American region.
- As directed, contribute to ADInstruments' product development and marketing strategy through the collection and analysis of market data to identify targets for future growth.
- Help validate customer segmentation and sales target groups in North America. This includes assessing customer needs and requirements for defined segments and targets.
- Help create product promotions, messaging and positioning for defined segments and targets in alignment with global segmentation and promotion activities.
- Work closely with Sales and Support teams to define appropriate conferences, workshops, publications, collateral and advertising to market ADInstruments products, services and solutions and drive awareness and growth.
- Be a strong advocate for the customer.
- Help create annual campaign plans with budget and expected ROI that is aligned with global marketing strategy.
- Define and track ROI for all marketing campaigns.
- As required, collaborate and communicate regularly with the Central Marketing Team and provide regular feedback to head office on product requirements for local markets, including product specifications, functionality, pricing and translation needs.
- Help prepare annual marketing budgets in conjunction with General/Operation/Sales Managers.
- Spend a good portion of time developing and maintaining relationships with ADInstruments Sales and Support team members to ensure the tools marketing is creating maps well to their needs and requirements..
- Attend conferences and trade exhibitions to gain insight in to market dynamics, research and education trends and competitive activity.
- Help prepare and execute local product launches and report on expectations of market size, market uptake, market share and expected budgeted sales.
- Collaborate and communicate effectively with local and global Sales, Support, Training and Product Management teams.
- Establish and maintain effective working relationships with team members.
- Other related tasks as required.



Relationships

Directly Responsible to: General Manager, North America

Functional Relationships with: Chief Marketing Officer (CMO)
Global Marketing Team
ADInstruments North American and International Teams
Customers

Expected Outcomes

- North American marketing activities are completed effectively and efficiently, following global guidelines.
- Strong collaborative relationships built with the North American Sales and Central Marketing Teams.
- Customer relationships are maintained and improved through exceptional customer service.
- Budgets are well managed and adhered to.
- Reporting is of a high quality and administered in a timely manner.
- Company processes are adhered to and improved through innovative thinking.

Person Specification

- A professional qualification or degree in marketing is required.
- 3-5 years working experience in marketing management for a medium sized to larger commercial company targeting B2B type customers
- A background in creating scientific and/or biomedical research equipment marketing and promotional material is preferred.
- Experience working in an international setting or cross-border team would be an advantage.
- Excellent communicator with the ability to motivate and effectively engage with staff and customers.
- Proven experience creating marketing plans, conducting market analysis and identifying new opportunities.
- Proven experience building, executing and managing programs and campaigns that leverage state-of-the-art marketing automation tools, such as Salesforce.com, Pardot, SmartSheet, InDesign, Excel, Word and PowerPoint.
- Highly motivated self-starter, with the ability to think innovatively and work independently.
- Demonstrated organizational and time management skills.
- Strong relationship and networking skills. .
- A high level of business acumen.
- Ability to work with people across different cultures and nationalities.
- Ability to work effectively under pressure.
- The drive and commitment to achieve personal and company goals.
- The ability and willingness to travel both domestically and internationally.
- Ability to maintain strict confidentiality.