



Director of Marketing - Clarifi ASD, QUADRANT BIOSCIENCES

Department: Marketing

Reports to: Chief Marketing Officer

COMPANY

This is a fantastic opportunity to join a rapidly growing biotech company. Quadrant Biosciences works with top academic institutions, medical researchers and engineers to translate breakthrough findings into thoughtfully developed, scientifically sound applications. Our technology includes molecular biomarkers for neurological conditions such as concussion, autism spectrum disorder, and Parkinson's disease, as well as a saliva diagnostic test for COVID-19. Quadrant Biosciences has been highlighted on CNN, NPR, Bloomberg, and Huffington Post for its groundbreaking work.

JOB SCOPE

The Director of Marketing for Clarifi ASD will be responsible for planning, coordinating and directing all marketing activities supporting the launch and commercial growth of the Clarifi ASD saliva test. Our ideal candidate will have a broad working knowledge of all aspects of marketing including branding, digital marketing, PR, research, and analytics, as well as the ability to lead a diverse team in a dynamic, fast moving environment. The Director of Marketing for Clarifi ASD will report directly to the Chief Marketing Officer.

DUTIES AND RESPONSIBILITIES

- Directs and implements the marketing campaigns and initiatives for Clarifi ASD.
- Analyzes target market information to identify and recommend effective marketing approaches.
- Identifies new market segments that will benefit from company services.
- Designs, plans, and executes effective marketing strategies based on market research while building brand awareness and strong positioning.
- Develops informed points of view of data/analytics, research trends, and executes strategies based on findings.
- Produces measurable and sustainable results that strengthen brand awareness and ultimately drive increased conversions and traffic through all channels.
- Maintains knowledge of emerging products and services.
- Ensures that publicity goals and media relations strategies are being accomplished.
- Oversees events both internal and external.
- Defines the core messages and narrative of the Clarifi ASD brand.
- Has a deep understanding of the client experience from start to finish. Oversees competitive analysis and is able to continually refine customer positioning and market feedback.
- Collaborates with senior executives and internal departments to develop growth plans for the organization.
- Leads a collaborative group of digital marketing, traditional marketing, and public relations professionals.
- Identifies and collaborates with contractors and external vendors.
- Other duties as assigned.

KNOWLEDGE, SKILLS AND ABILITIES

- Strong writing and analytical skills.
- Demonstrated ability to lead and inspire a team.
- Comfortable working in a fast paced environment.
- Outstanding communication and interpersonal skills.
- Passionate customer advocacy.
- Thorough knowledge of marketing principles, brand, product and service management.
- Proven ability to design, plan, and execute effective marketing strategies based on market research while building brand awareness and strong positioning.
- Ability to combine the creative with the analytical, bringing campaigns to life and rigorously analyzing performance, making immediate changes as needed.

WORK ENVIRONMENTS AND HAZARDS

This position requires sitting for extended amounts of time with a majority of the tasks requiring typing at a computer station.

PHYSICAL DEMANDS

This position is mainly a stationary position involving sitting for long periods of time and may involve walking or standing for brief periods of time. May require lifting up to 20 pounds.

QUALIFICATIONS

- Bachelor's degree or higher in business, marketing, communications, or related field.
- 6+ years of relevant experience in a marketing leadership position; experience in biotech, med device and/or pharmaceuticals a plus.
- Demonstrated track record of delivering revenue-based results, balancing a data-driven marketing approach.
- Expertise in B2B and B2C Marketing.
- Experience in both setting strategy and leading its execution.
- Experience successfully executing integrated marketing campaigns at scale.
- Comfortable diving into data to find solutions to complex problems.
- Exceptional project management, communication (written and verbal).
- Experience developing, managing and working with a geographically distributed team.
- Experience working with Hubspot or comparable CRM

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This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.