



## **JOB TITLE, Public Relations Director**

**Department: Marketing**

**Reports to: CMO**

### **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 functional assessments and epigenetic biomarkers for neurological conditions such as concussion, autism spectrum disorder, and Parkinson's disease. Quadrant Biosciences was recently highlighted on CNN, NPR, Bloomberg, and Huffington Post for its groundbreaking work.

### **JOB SCOPE**

Successful candidate will be a creative results driven Public Relations Director to lead our PR team.

A team oriented professional who will design and implement marketing strategies and cultivate relationships with media, engage our target audience and boost positive brand awareness.

Building brand awareness and working collaboratively to execute various publicity campaigns, ensuring that our brand image remains consistent and positive while continually expanding to wider audiences.

Our Public Relations Director will have proven leadership abilities, a deep understanding of the latest marketing trends and technologies and possess the ability to represent our brand through numerous strategies and outlets. The top candidate will be an excellent communicator, capable of representing our brand to the public.

### **KNOWLEDGE, SKILLS AND ABILITIES**

- Managing Quadrant's Public Relations team and overseeing all day to day PR activities
- Developing and implementing publicity strategies for the company's products and services including a crisis management strategy.
- Developing and implementing organizational publicity strategies for company events
- Creating and managing a PR plan, including budget, timelines, etc.
- Developing relationships with media organizations and important influencers
- Analyzing all media coverage of the organization and drafting appropriate responses
- Working with social media team to create content calendar
- Organizing promotional events such as press tours and conferences
- Representing organization at conferences
- Presenting reports on effectiveness of campaigns and media coverage
- Ensuring brand consistency in all marketing content.

### **WORK ENVIRONMENTS AND HAZARDS**

Office environment

#### **PHYSICAL DEMANDS**

Setting and working at the computer for long periods of time. keyboard work and travel. Walking and traveling would be a part of responsibilities.

## QUALIFICATIONS

- Degree in marketing, communications, journalism or relevant field.
- Past experience supervising and managing a public relations team.
- Portfolio of successful campaigns you have overseen.
- Expert knowledge of social media, online marketing, and internet culture.
- Strong leadership and team management skills.
- Creative thinking with an affinity for innovation and problem-solving.
- Excellent communication skills, both written and verbal.
- Established connections with media outlets and influential accounts.
- In-depth understanding of web and marketing analytics.
- Ability to conduct market research and present reports.

*Quadrant Biosciences Inc. provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. 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.*