

## Director of Marketing (Job ID #073018)

INTEGRAL MOLECULAR, Inc., is a Philadelphia biotech company specializing in the discovery and characterization of therapeutic antibodies using cutting-edge technology platforms that are enabling the discovery of novel therapeutics against intractable targets. We are a close-knit, small company composed of smart, curious scientists that takes an active interest in promoting the learning and development of our team.

Our company is in an exciting growth phase where we are launching new products and reaching new markets. To support our growth, we seek a new Director of Marketing to direct the expanding efforts of our marketing team. This role will be responsible for conceptualizing, creating, and implementing marketing plans for Integral Molecular.

### Responsibilities

- Marketing strategy and customer acquisition
  - Build and execute a marketing plan designed to provide the flow of qualified leads needed by sales to meet business objectives
  - Work with Project and Product Leaders to translate the company's business objectives, market opportunities and products into a cohesive marketing strategy
  - Guide the development of the Integral Molecular brand
  - Gather and distill insights about buyer needs, market trends and the competitive landscape into consumable formats that can be incorporated into marketing strategy and business plans
  - Report key performance metrics and results including pipeline and revenue contributions and marketing effectiveness
- Develop marketing materials
  - Prepare written materials for marketing collateral, including website content, social media posts, case studies, brochures, press releases, and digital campaigns
  - Prepare graphical materials for marketing collateral, including website content, case studies, brochures, and digital campaigns
  - Negotiate conference contracts
  - Manage webinar and meeting logistics
- Manage the marketing team
  - Ensure team members have clear job descriptions, goals and objectives
  - Mentor and coach team members and sign off on projects
  - Lead marketing meetings and ensure follow through on prioritized tasks



### Required Background

The successful candidate will have a background in marketing and at least 3 years of experience in a role involving marketing strategy and content development. The position requires attention to detail, excellent project management, communication, writing, and editing skills. Experience managing a team and with graphic programs is desirable. Experience with biotech research products and services and a background or interest in the sciences is highly preferred.

Please submit your resume and cover letter to [careers@integralmolecular.com](mailto:careers@integralmolecular.com) with the Job ID# 073018 in the subject heading.