

Seeking Global Marketing Manager to join our expanding team

Ceres Nanosciences Inc. (“Ceres”) Ceres Nanosciences Inc. (“Ceres”) is engaged in the research, development, and commercialization of innovative sample preparation products, based on its proprietary Nanotrap® particle platform. Nanotrap® particles capture, concentrate, and preserve the most valuable analytes, enabling early and accurate detection of diseases such as cancer, cardiac, neurological, and infectious diseases, resulting in improved patient outcomes and reduced health care costs.

Role Description: The Marketing Manager will work closely with the Vice President of Sales and Marketing to develop and implement marketing programs (e.g. campaigns, virtual events, trade shows, symposiums, etc.) that promote the Nanotrap product portfolio to new and existing customers in order to achieve short and long-term revenue growth goals consistent with the company’s overall initiatives.

In a fast-paced, collaborative environment, the Marketing Manager will:

- Develop and execute a solution-based, customer-centric marketing approach through a multichannel marketing initiative.
- Analyze and report marketing program’s efficiency and adjust the strategy and tactics, as necessary, to increase effectiveness.
- Aid in the creation of and be responsible for the execution of go-to-market strategies that drive impactful launches and deliver incremental revenue.
- Define, monitor, and develop and execute countermeasures for leading and lagging launch Key Performance Indicators.
- Manage product launch activities and forecasts in alignment with commercial leadership team.
- Collaborate internally to lead activities, marketing campaigns, product launches, content creation, and management of Key Opinion Leaders.
- Provide input for organization of website content and digital marketing campaigns.
- Be responsible for marketing Key Performance Indicators.
- Gather and communicate market and customer insights, stay up-to-date on competitive products and activities, increase market visibility, and analyze market segmentation and market share, as possible.
- Manage event logistics and assist global distributor in its event participation, as needed. Provide post-event reports, Return-on-Investment analysis, and regular status reports on marketing programs and initiatives.

Required Credentials:

- Minimum of 5 years’ experience in marketing, development of marketing campaigns, product management, brand management, marketing strategy, or other marketing roles in relevant region.
- Significant experience in life sciences or diagnostics industry.
- Excellent critical thinking abilities, as demonstrated by, for example, the capabilities to analyze and solve complex problems, manage information gaps by relentlessly seeking out Gemba data through stakeholder engagement, to be flexible in thinking, and to respond positively to change or setbacks.
- Moves strategy to action, by, for example, directly contributing to plan creation, alignment, and execution; ensuring key milestones are achieved on time; prioritizing independently; and effectively modifying and improving action plans.
- Can manage multiple priorities and deliver a consistently strong contribution.
- Experience using marketing tools like Salesforce.
- Competent with business software like Microsoft PowerPoint, Excel, and Word.

Diversity and Inclusion

Studies have shown that women and people of color are less likely to apply to jobs unless they meet every single qualification. At Ceres Nanosciences we are dedicated to building a diverse, inclusive, and collaborative workplace. If you’re interested in this role but your past experience doesn’t align perfectly with every qualification in the job description, we encourage you to apply.

Interested candidates should email a cover letter and CV to jobs@ceresnano.com