



Marketing Manager

Summary: The Marketing Manager (MM) role is responsible for all aspects of the product(s) lifecycle. Dynex is developing and launching next generation patented multiplex technology and automation. The MM will work as part of a small marketing team focused on managing the successful development, launch and subsequent growth of the new product line within Dynex.

Responsibilities:

- Marketing Plans (Strategic look at the market and product)
- Launch Plans (Tactical look at execution and launch of product)
- Forecasting and Financial Analysis
- Budgeting
- Development & Implementation of Marketing Promotions / Programs/ Sales Tools
- Market Research and Analysis
- Leading cross-functional team meetings
- Voice of customer advocate
- Competitive Intelligence
- Branding
- Lead Generation campaigns
- Social Media
- Tradeshow organization

Supervisory Responsibilities: None

Success Factors: Proactive and self-directed with the ability to tap into both their analytical and creative sides to bring new ideas to the table and to take ownership of assigned products. Able to make data driven and strategic recommendations based on experience and vision and develop business and marketing plans to address customer needs that drive increased market share and profitability. Proficient in a variety of communication skills and can interact directly with senior leadership and internal and external customers.

- In-depth understanding of the Clinical Diagnostic market
- Strong project management skills
- Knowledge of life sciences, healthcare or diagnostics industries
- Ability to travel ~ 20%

Qualifications: Bachelor's degree or higher. Five to 10 years of relevant healthcare marketing experience with a focus on Clinical Diagnostics or Life Sciences preferred.

Computer Skills: Proficient in MS Office.

Physical Requirements: Must be able to meet National Institute for Occupational Safety & Health (NIOSH) Standards.

Dynex Technologies is an Equal Opportunity Employer and provides medical, dental, life and disability insurance, Section 125, 401(k), flexible schedules, educational assistance and a great work environment!

Please forward resume including salary requirements to kbhatia@dynex.com.

Visit our website www.dynextechnologies.com.

***No Recruiters Please.**

