

VACANCY

Job title : Upstream Marketing Manager

Location: Southampton (Primerdesign)

Closing date : 30 April 2019

Job Summary

The Upstream Product Manager will have a principle focus on driving the selection of products for the development of Primerdesign's In-Vitro Diagnostic product portfolio. The role will also be pivotal in managing Primerdesign's product portfolio for research and applied applications. As part of a dynamic marketing team, the role includes leading and supporting marketing campaigns and activities.

The ideal candidate has a PhD in Life Science and has gained experience in product management. They are able to demonstrate entrepreneurial spirit and have a strong background in qPCR assays. This individual must be eager to work in a highly collaborative team environment and are willing to take ownership to help grow the business to the next level of success. They are a dynamic & energetic individual who can hit the ground running and excel in growing businesses by:

- Working with customers to gather input to develop new products.
- Driving the product development process through commercial launch.
- Managing qPCR instrument and assay product life cycles.

Main duties and responsibilities

- Drive new product development processes and roadmaps through financial business case analysis, market trends, segmentation, user needs, required product specifications and competitive analysis, as well as developing market entry strategies.
- Serve as the business owner in the stage-gated product development and launch process and ensure that products can achieve competitive leadership in target markets.
- Provide commercial support to the R&D team in the delivery of both CE-IVD and RUO products.
- Define user needs and help translate these into design goals in relation to the process of developing a CE-IVD Design History File.
- Own revenue and budget responsibility for the portfolio.
- Evaluate and drive portfolio expansion through partnerships and product acquisitions. Serve as a key stakeholder for integration of acquired entities.
- Develop strategic customer / R&D partnerships and manage customer beta site evaluations.
- Guide the development of scientific content by R&D for marketing activities.
- Support product launches and support delivery of technical literature, sales tools, events, campaigns and sales training, according to the plan, on time and in budget.
- Product maintenance and changes of product lines, including monitoring customer satisfaction, competitor activity, new customer needs and sales support materials.
- Create engaging technical marketing content for: website, social media, emails, blogs, brochures, application notes, digital ads, videos, handbooks, and other sales tools.



Main duties and responsibilities cont.

- Prepare relevant value adding content for customers in the markets of life science, molecular diagnostics, and vet & food applied testing, e.g. infectious disease pathogen testing using real-time qPCR.
- Co-creation of content with key opinion leaders, and reference customers.
- Assist with ad hoc authoring, editing and proofreading tasks.
- Support delivery of the sales and marketing plan including supporting campaigns and events, on time and in budget.

Qualifications, Skills and Experience required

- Previous experience with qPCR technology is mandatory with related scientific degree, or PhD (preferred). MBA degree is a plus.
- A strong understanding of life science, applied application, and In-Vitro Diagnostic qPCR assays and workflows.
- Min. of 1-2 years working experience in R&D, Sales, or Marketing in MDx (preferred) or LS environment.
- Experience in project management with ability to manage multiple projects that are deadline oriented and be flexible with changing tasks.
- Excellent communication and presentation skills
- Attention to detail and proofreading skills.
- Highly motivated and organized individual.
- Team player and target oriented.
- Willing to travel (up to 40%) and enjoy interactions with customers

Hours of Work	37.5 hours per week
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For further information or to apply for this vacancy please e-mail Kay Campbell, HR kay.campbell@novacyt.com