

JOB DESCRIPTION

Title: Director of Marketing

Date Last Modified: August 2020

Department:	Marketing	Classification:	Exempt
Supervisor:	CEO	Grade:	W
Status:	Regular Full Time	EEO Group:	2

Position Objective:

Provide leadership, direction, drive and passion for company-wide marketing initiatives in alignment with our One Page Strategic Plan (OPSP). A focus will be to drive profitable growth through account-based marketing, marketing automation and multi-channel digital marketing to support our brand to achieve company-wide goals. Additionally, this role is responsible for establishing BioWorks' brand architecture, managing our communications strategy and identifying and communicating BioWorks unique, strategic position in the marketplace.

This role will also be accountable for the development, upkeep and implementation of our Market Development Plans, lead our pricing strategy and ensure our national and regional trade shows professionally present BioWorks.

Directly responsible and accountable for leading Marketing Team Members in the proper execution of their related areas of responsibilities and in achieving our OPSP.

Essential Functions and Responsibilities:

People

- Actively participates in promoting, supporting and enhancing our company Core Purpose, Core Values and Culture
- Maintain a positive work atmosphere by acting and communicating in a manner that promotes cooperation with customers, collaborators, vendors, co-workers and management.
- Serve as a member of company management team (Council) to help establish, direct and implement company strategy, mission, and vision
- Communicate and work effectively across BioWorks' departments, including, Sales, G&A, Customer Experience, Finance, R&D, Technical Services, and Manufacturing/Operations
- Fully embraces and provides consistent and regular Coaching sessions utilizing the BioWorks Coaching process, resulting in all Marketing Team members being high performance, high culture fit and high trust
- Hire additional team members with high Culture fit and can become high Performance as the marketing functions scale

Strategy

- Develop, implement and enhance our B2B marketing strategy based on account-based marketing, working closely with other departments while using automation supported by NetSuite
- Develop, implement and enhance multi-channel digital marketing strategy, including SEO
- Provide strong leadership in creating and enhancing the Market Development plans, including achieving consensus of priorities to achieve profitable growth in existing/new products in existing/new markets
- Develop and communicate our brand architecture, supporting our OPSP
- Develop and communicate Unique Selling Propositions for current and new products
- Developing methods of gathering attribution data to identify how we can differentiate from our competitors in ways that are important to our Core Customers
- Develop strategies, tactics and actions to attract core customers, talent and partners

Execution

- Develop and manage a 12-month (or longer) rolling budget for the marketing team
- Stay current with latest marketing trends and initiates applicable trends into the marketing role
- Oversee communication and social media strategy and implementation
- Establishes process to gather and communicate competitive information
- Establishes, reports on, and improves KPIs for all campaigns and communications to measure success.
- Manages all marketing processes, from creation to execution and reporting, across a variety of digital channels.
- Manages all national and regional trade shows, ensuring BioWorks is presented in a professional manner and as a Trusted Advisor. Create and ensure achievement of trade show KPIs

Cash

- Fully embraces Great Game of Business (“GGOB”), Scaling Up and all strategies and activities related to financial transparency and information sharing, including timely updates to revenue (if applicable), expenses, and cash goals.
- Develops and shares a strong working knowledge of Cash Flow, and leads Marketing to achieve our Cash Flow projections

Professional Development Growth

- Maintain an active status in appropriate marketing societies and industry groups
- Ability to work well independently as well as part of a team
- Willingness and ability to provide superior customer service, internally and externally
- Capable of delivering results with little supervision and to effectively prioritize duties
- Ability to work under stress and work on multiple competing priorities at one time
- Demonstrate strong, sustained desire to improve, personally and professionally
- Demonstrates an innovative mindset, continually looking for ways to improve or reengineer processes for efficiencies, cost savings, improved quality, customer satisfaction and differentiation in alignment with our One Page Strategic Plan (OPSP).

- Specific performance and personal competencies include:
 - **Driving Results** – Sets positive, compelling goals and aggressive schedules for improvement. Translates the vision/mission of the organization into actionable, quantitative plans. Conveys a sense of urgency and drives issues to closure.
 - **Managing Performance** – Translates over-arching business goals into specific objectives for each member of the team. Holds people accountable for agreed-to results. Identifies and keeps others focused on the most important metrics that drive the business.
 - **Building Commitment** – Motivates others to pursue common objectives with excitement about the future. Radiates enthusiasm for goals and infects others with a shared optimism and excitement. Conveys a genuine belief to succeed despite the toughest obstacles.
 - **Building Relationships and Using Influence** – Builds and sustains excellent relationships at all levels both internally and externally. Uses relationship networks to strategically accomplish objectives. Communicates excitement about the business and motivates others to pursue common objectives.
 - **Communication** – Communicates passion, energy, intensity, and excitement. Is highly articulate and makes arguments in a compelling matter and comes to the point.
 - **Energy/Endurance** – Has a high capacity for work and shows passion, energy, endurance, and intensity. Maintains focus through days of long hours and multiple priorities.

Essential Qualifications - Education, Experience, Skills, Self-Awareness:

- **High level of Emotional Intelligence** with relentless desire and passion to grow in EQ.
- **Experience:** A minimum of 10 years professional experience in marketing and strategy, with a proven track record of implementing omni-channel marketing strategies and supporting account-based sales initiatives.
- **Education:** Bachelors degree in marketing, communications or related field required.

- **Complexity of Work and Decision Making:** Key participant in formulation of company policies and objectives. Makes decisions with no precedent.
- **Accountability:** Administrative direction. Incumbent decides objectives. Self-supervising.
- **Consequence of Errors:** Continuing adverse influence on future operations.
- **Customer Interactions:** High relational skills required. Contacts and persuasion usually at the highest levels.
- **Supervision Provided:** Direct and coordinate all marketing functions of the company in conjunction with other leaders.
- **Environment and Use of Equipment/Machinery:** Normal office working conditions. Basic equipment used with minimal OJT training. Operates or uses moderately complex office, lab/biological or maintenance equipment, machinery or tools. May perform basic set-up, complex set-up performed by others.
- **Travel:** Higher levels of travel initially (25-50% of the time), slowing down as market awareness increases. Overnight travel required to attend industry events, trade shows, ride-along w/ BSAs, etc.

Core Values (for all team members; all of equal importance)

- **Our Team, One Company**
- **We Honor our Commitments**
- **We have the Right Conversations**
- **Our Customers' Success is Our Success**

Physical Demands:

- Ability to lift up to 50 pounds.
- Flexibility in scheduling to satisfy project needs and priorities
- Computer keying repetitive motions
- Possible eye strain

PHYSICAL ACTIVITY CHART

ACTIVITY	OCCASIONALLY REQUIRED	FREQUENTLY REQUIRED	JOB RESPONSIBILITIES that require physical demands checked
Standing		X	Talking with potential customers in their environments (labs, fields, greenhouses, etc.)
Walking		X	Working with customers to resolve their issues and determine their needs
Sitting		X	Computer and phone duties
Lifting	X		Working with customers to resolve their issues and determine their needs
Carrying	X		Working with customers to resolve their issues and determine their needs
Stooping	X		Working with customers to resolve their issues and determine their needs
Kneeling	X		Working with customers to resolve their issues and determine their needs
Speaking		X	Working with customers to resolve their issues and determine their needs
Hearing		X	Working with customers to resolve their issues and determine their needs
Seeing		X	Computer work, forms, reports
Repetitive Motion		X	Keying and mouse for computer