# Job Description

| Job Title: | **Technical Sales and Marketing Associate** | | |
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| **Department:** | Operations | **Location:** | Madison, WI |
| **Reports To:** | Office Manager | **FLSA Status:** | Non-exempt |
| **Entities Served:** | Stemina Biomarker Discovery, Inc. | **Direct Reports:** | N/A |

## Company Description

**Stemina Biomarker Discovery, Inc.** is one remarkable corporation with two distinct business units:

- **NeuroPointDX** is focused on the diagnosis and treatment of neurological disorders. The NPDX ASD test, NeuroPointDX's new diagnostic tool, may lead to an earlier diagnosis for children with autism spectrum disorder.
- **Stemina** is focused on toxicology. Our team works with toxicologists to ensure the safety of drug candidates and consumer products with its developmental toxicity and cardiotoxicity assays.

## Job Purpose

To provide sales and marketing support for both business units of Stemina Biomarker Discovery.

## Essential Job Duties and Responsibilities

- Manage lead generation and tracking using the CRM Salesforce, the marketing automation system Pardot, social media platforms, web traffic tracking systems, and other marketing tools. Manage and build the current database for both business units.

- Create content using these marketing tools, including regular marketing emails, social media posts, website content, conference materials, print collateral, and other communications as needed for both business units.

- Manage all social media engagement on LinkedIn, Twitter, and Facebook for both business units, plus Instagram (NeuroPointDX only).

- Provide support for sales and marketing efforts including planning for trade shows and meetings, scheduling teleconferences and client visits, assembling study quotes, and updating websites.

- Conduct market research to identify new market opportunities for Stemina and NeuroPointDX. Manage and build the current database for both business units.

- Track and trend metrics for all marketing activities and present to stakeholders to aid upper management in decision-making.

- Manage website curation and update with company news and product offerings using web development tools (WordPress), acting as the lead and point of contact for major website redesign projects with the help of outside website developers.

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**Qualifications:**

To perform this job successfully, the ideal candidate must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Education and Experience:**

- B.B.A. in Marketing, BA in Communications or English, or BS in Life Science Communications, or related discipline
- B.S. or minor in Biochemistry, Chemistry, Biology, or related discipline a plus
- Prior online marketing experience preferred
- Prior experience working in technical sales and marketing in a similar or related field preferred (1-2 years)

**Knowledge, Skills and Abilities Required:**

- Lead generation and management using Salesforce and Pardot
- Marketing and sales experience
- Market research skills
- Experience creating written material, especially of a technical nature
- Excellent verbal and written communication skills
- Ability to maintain high level of confidentiality
- Demonstrated ability to work well as a part of a diverse interdisciplinary team
- Strong attention to detail
- Excellent organizational and recordkeeping skills
- Proficient in computer skills: knowledge of Microsoft Windows operating systems and software, including MS Office and research software programs
- Proficient in using social media including Twitter, LinkedIn, Facebook, and Instragram, and sales and marketing tools, including Salesforce and Pardot or similar

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