



JOB DESCRIPTION

Title: Marketing Communications Specialist

Date Last Modified: January 2025

Department:	Marketing	Classification:	Non-Exempt
Supervisor:	Director of Marketing	Grade:	I
Status:	Regular Full Time		
Schedule:	Full Time Hybrid (4 Days Onsite 1 Day Remote)		
Salary Range:	MIN: \$23.51	MID: \$28.24	MAX: \$32.96

Position Objective:

The Marketing Communications Specialist is focused on driving the execution of select BioWorks and departmental strategies, prioritized by yearly and quarterly key initiatives as presented in the company One Page Strategic Plan (OPSP).

The primary responsibilities of the Marketing Communications Specialist include driving brand recognition and increasing market presence by developing and implementing effective tactics of corporate and product communications that support sales and build brand awareness. The Marketing Communications Specialist will also create informative content to elevate web and social media presence, write press releases, and implement both internal and external communication programs. Other duties as assigned.

Essential Qualifications - Education, Experience, Skills:

- **Education** Bachelor's degree with equivalent job experience will be considered
- **Experience** Three plus years of experience in communications, social media, digital marketing, website administration.
- Ability and desire to learn gain knowledge of the product portfolio
- Experience developing communication and digital marketing campaigns requiring visuals, graphics, and multimedia using a variety of digital platforms.
- Ability to execute multiple projects at once in a dynamic, collaborative, deadline-oriented environment.
- Strong analytical skills with ability to translate data and metrics into actionable insights
- Ability to effectively work with cross-functional teams (commercial sales, customer experience, technical services, R&D, quality control, production, supply chain).

Our Essential Values:

- **OUR Team – ONE Company:** We embrace that we are in this together and take 100% responsibility for our relationships with others.
- **We Honor OUR Commitments:** Integrity is at the core of everything we do. We do what we say we will do!
- **We Have the Right Conversations:** We hold ourselves and others accountable to be courageous and have the RIGHT conversation with the RIGHT person at the RIGHT time about the RIGHT thing.

- ***Our Customers' Success is Our Success:*** We understand that without our customers, we are no longer in business and serve them better than anyone else can.

Essential Functions and Responsibilities:

People

- Actively participates in promoting, supporting and enhancing our Core Purpose, Core Values and Company Culture
- Maintains a positive work atmosphere by acting and communicating in a manner that promotes cooperation with customers, collaborators, vendors, team members and management
- Fully engaged and is an active participant in the BioWorks Coaching Program.

Strategy

- Fully embraces the Scaling Up process and uses all the tools and information available to drive decision making
- Is focused on end-user core customer needs - and always brings customer data and information/innovation to the forefront of decision making.
- Actively contribute to our Customer Innovation initiatives based on active listening to our customers

Execution

- Support marketing and product management function in the overall development and execution of communications programs
- Implements the corporate identity of BioWorks to promote and support the organization's mission
- Serves as the main content creator and copywriter for the marketing group
- Manage the design, content, and production of all marketing program content, digital and print
- Develops and maintains workflow and work assignments of the communications function to ensure deadlines are met and programs completed
- Develops calendar and produces content for social media channels, website and print
- Increase internal and external awareness of key events including the launch of new products, special events, local and global community service, and other topics of interest
- Effectively communicate marketing programs and promotions to external customers and channel partners, placing an emphasis on campaign metrics
- Coordinate trade show participation, including logistics, booth setup, and post-event follow-up, ensuring maximum visibility and engagement.
- Design and implement comprehensive automation marketing programs across email, socials and other digital channels using HubSpot or related platform
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- Engage resources such as agency partners, graphic designers, photographers, and other media-production specialists integral to the completion of marketing projects

Cash

- Fully embraces Great Game of Business ("GGOB") and all strategies and activities related to financial transparency and information sharing, including timely updates to revenue (if applicable), expenses, and cash goals.
- Drives revenue and profit goals with customer acquisition, retention and development strategies and action items

Physical Demands:

- Ability to help lift materials for tradeshow support.
- Flexibility in scheduling to satisfy project needs and priorities
- Computer keying repetitive motions
- Possible eye strain

PHYSICAL ACTIVITY CHART

ACTIVITY	OCCASIONALLY REQUIRED	FREQUENTLY REQUIRED	List JOB RESPONSIBILITIES that require physical demands checked
Standing	X		Talking with vendors and customers
Walking	X		Working with vendors, sales team, and customers to resolve and understand issues and needs
Sitting		X	Computer and phone duties
Lifting			
Carrying		X	Laptop, luggage and product samples
Handling	X		Luggage and product samples
Speaking		X	Interaction with sales team, customers and vendors
Hearing		X	Speaking with sales team, customers and vendors in person and on phone
Seeing		X	Computer work, analysis, forms, reports
Color Vision	X		Review of ad copy, artwork
Repetitive Motion		X	Keying and mouse for computer