



JOB DESCRIPTION

Title: Marketing Communications Specialist

Date Last Modified: 11.03.2022

Department:	Marketing	Classification:	Exempt
Supervisor:	Marketing Manager	Grade:	G
Status:	Regular Full Time	EEO Group:	

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.

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
- Participate in consistent coaching with supervisor

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
- Understand and apply company branding guidelines
- 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 the mix of print and digital channels, and social media
- 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
- Executes campaigns to target specific audiences, placing an emphasis on campaign metrics
- 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

Essential Qualifications - Education, Experience, Skills:

- Bachelor’s degree desired, Associates Degree with equivalent job experience will be considered
- Desire 2 or more years’ experience in marketing, communications, social media, digital marketing, website administration.
- Experience developing communication and digital marketing campaigns requiring visuals, graphics, and multimedia using a variety of digital platforms.
- Excellent verbal and written communication skills.
- Work and solve problems independently and provide management with information for key decision making.
- Ability to execute multiple projects at once in a dynamic, collaborative, deadline-oriented environment.
- Ability to effectively work with cross-functional teams (commercial sales, customer experience, technical services, R&D, quality control, production, supply chain).

Essential Values: (for all employees; all of equal importance)

- Core Purpose
 - Grow our Team, Serve Others and Save our Earth
- Core Values
 - OUR Team, ONE Company
 - We Honor Our Commitments
 - We Have the RIGHT Conversations
 - Our Customers’ Success is Our Success

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
Pushing			
Pulling			
Climbing			
Balancing			
Stooping			
Kneeling			
Crouching			
Crawling			
Reaching			
Handling	X		Luggage and product samples
Feeling			
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
Depth Perception			
Color Vision	X		Review of ad copy, artwork
Repetitive Motion		X	Keying and mouse for computer