

Marketing Communications Specialist/Sr. Specialist

Located in Victor, NY

At BioWorks, we celebrate diversity, equity and inclusion. We are truly a team, who believes that the more unique our perspectives, talents, and ideas are, the more innovative and creative we will be in how we can better serve each other and our customers..

- **Our Core Purpose**
 - Grow our Team, Serve Others and Save our Earth

- **Our Core Values**
 - OUR Team, ONE Company
 - We Honor Our Commitments
 - We Have the RIGHT Conversations
 - Our Customers' Success is Our Success

Objective:

The Marketing Communications Specialist/Sr. 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's One Page Strategic Plan (OPSP).

The primary responsibilities of the Marketing Communications Specialist/Sr. Specialist include driving brand recognition and increasing market presence by developing and implementing effective strategies of corporate and product communications that build customer loyalty programs, brand awareness, and customer satisfaction.

The Marketing Communications Specialist/Sr. Specialist will provide sales support, create informative content to elevate web and social media presence, develop media relations, press releases and articles, and implement both internal and external communication programs.

The ideal candidate will be an excellent communicator, with brilliant presentation and organizational skills.

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
- Builds and maintains solid partnerships with internal functions to better facilitate communications designed to meet business goals
- Effectively communicate marketing programs and promotions to external customers and channel partners
- Executes campaigns to target specific audiences, placing an emphasis and discipline on campaign metrics to help with recommendations for future programs
- Draft plans for special communications projects; presents and promotes these projects to management
- 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: (in order of importance)

- Master’s degree desired, Bachelor’s degree with equivalent job experience will be considered
- Minimum 5+ years of experience in marketing, communications, journalism, social media, digital marketing, web design or other related field.
- Excellent verbal and written communication skills.
- Horticulture or agriculture background or experience preferred
- Experience developing communication and digital marketing campaigns requiring visuals, graphics, and multimedia using a variety of digital platforms.
- Proven experience creating targeted content is advantageous.
- Strong project management skills and proven ability to manage multiple projects at once in a dynamic, collaborative, deadline-oriented environment.
- Self-directed with ability to function with minimal guidance, work and solve problems independently, and provide management with information for key decision making.
- Ability to manage and effectively work with cross-functional teams (commercial sales, customer experience, technical services, R&D, quality control, production, supply chain)
- Ability to work with complex systems/data for sales and marketing analysis and decision making
- Experience working with systems such as document management, learning and development, content management, risk management, finance, or other control systems.
- Advanced knowledge of statistical methods and data interpretation
- Ability to travel

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

BioWorks, Inc. is an equal opportunity employer that values diversity. All employment is decided based on qualifications, merit, and business need.