

Requisition : 2017794
Job Title : Marketing Director
Description:

Marketing Director

This is your chance to join a growth oriented marketing team that's bringing new products and breakthrough marketing approaches into the market faster and more efficiently than ever before. This position offers the opportunity for a seasoned, highly effective marketing manager to lead a team of marketing professionals in developing and executing promotional programs that drive growth and enhance our customers' experience with Agilent.

This involves working across multiple functions, sales channels and geographies to lead cross-functional teams in leading program development and execution for consumables, accessories, upgrades and low cost equipment. The position requires deep direct marketing experience (across a range from customer acquisition to retention and loyalty) within a brand building environment.

Specific responsibilities include:

- Developing outbound marketing strategies that exceed revenue targets while delivering a differentiated customer experience
- Serving as the single point of accountability for marketing program performance for consumables, accessories, upgrades and low-cost equipment
- Evaluating business cases for programs and ensuring maximum return on investment, including increasing customer lifetime value
- Attracting, developing and retaining world-class outbound marketing talent, including marketing program managers, marcom professionals and data analysts
- Leading vendor selection and relationship management necessary to create highly compelling programs that drive breakthrough results

Travel for this position will vary from 15 to 25 percent, with occasional international travel required.

This position is located in Wilmington, DE; working remotely is not an option.

Agilent Technologies is a global, diversified technology company, with 20,000 people focused on creating instruments for the communications, electronics and life sciences industries.

As an employee at our Wilmington site a wide variety of unique options are available to you: flexible work hours, on-site cafeteria and fitness center with a variety of classes, basketball, tennis, and volleyball courts, and more! You will also be able to participate in a number of different community volunteer projects.

We are located midway between Baltimore and Philadelphia; just 2 hours drive north to New York City or south to Washington, DC. There, we have 800 people inventing, designing, building and marketing products that dominate the market for chemical analysis. Our products are frequently behind the headlines in the news, from environmental regulations to new drug discoveries to Homeland Security.

Qualifications:

Required
Bachelors Degree in Marketing, Business Administration or related field or equivalent and a minimum of 10 years experience developing strategic outbound marketing campaigns
At least 7 years experience as a first line manager in a matrix organization

Demonstrated results developing customer segmentation and brand awareness strategies
Proficiency in marketing ROI analysis as well as customer research and data analytics
Experience developing fact based, data driven performance plans
Prior experience within a high tech or scientific field

Preferred

Global marketing experience

Experience marketing consumables in an aftermarket b2b situation

Travel = Occasional

Apply URL :

<http://www.agilent.apply2jobs.com/?FuseAction=mExternal.showLogin&rid=2017794&sid=371>