

Requisition : 2018758
Job Title : Life Science Solutions Marketing Program Manager
Description:

As the Life Science Solutions Marketing Program Manager you will design global marketing programs as identified in the Strategic Marketing Plan and Operational Marketing Plan for Agilent Technologies' Life Science Chemical Analysis Business. You will develop business cases to support program designs; and measure and evaluate the impact of marketing programs. You will be responsible for interfacing closely with regional marketing program managers to support the outbound program aspects of product launches, obsolescence and end of end of support including identification of up-sell and cross sell opportunities.

Principle Duties and Responsibilities:

- Designs global programs as identified in the Strategic Marketing Plan and Operational Marketing Plans
- Works closely with Regions to execute and measure performance of global programs
- Develops business case to support program designs
- Monitors and provides feedback on related competitive information, and customer data to inform operational program development
- Identifies target audiences and promotions for a program
- Provides expertise working closely with Agency partners to provide appropriate Marcom mix
- Responsible for defining training and content requirements for programs

Qualifications:

- BS/MS Degree in Chemistry, Biology, or Life Sciences, Marketing Communications background is required.
- Must have experience in supporting Life Sciences Marketing programs – with knowledge of LC/MS, genomics, proteomics and metabolomics customers and their information collection habits.
- 5+ years developing and executing successful marketing programs
- Desired experience in direct solution selling and strong account management/account planning skills.
- Strong business acumen skills
- Demonstrated successes in developing and executing marketing plans
- Excellent interpersonal, leadership and team-effectiveness skills with virtual/cross functional teams.
- Goal oriented and self-directed to effectively complete tasks with minimal oversight
- Ability to demonstrate sound decision making and achievement/results oriented focus skills.
- Outstanding communication and presentation skills

Geo Location: Santa Clara, CA

Travel = 25% of the time

Apply URL : <http://www.agilent.apply2jobs.com/?FuseAction=mExternal.showLogin&rid=2018758&sid=371>