

Requisition : 2018792
Job Title : World Wide Public Relations Manager – LSCA Business
Description:

Agilent Technologies is seeking a World wide Director of Public Relations for our Life Sciences and Chemical Analysis (LSCA) Business. In this exciting role, you will be part of the WW Marketing Operations organization and work closely with LSCA executives, marketing managers and Agilent Corporate Communications to:

- Develop and integrate PR strategy into LSCA overall corporate and marketing plans to increase LSCA awareness and retention of customers
- Responsible for development and implementation of product/customer/analyst PR communication program (in coordination with LSCA, Sales, Marketing, Support (SMS) staff and Marketing Council) for product launches, customer relations, special events and tradeshows, executive speaking engagements and other company initiatives on WW level
- Identifies target audiences, publications and events for PR communication to achieve LSCA strategic priorities.
- Responsible for Measurement/Analysis/communication of PR effectiveness
- Establishes and leads PR corrective action program as required
- Monitors and analyzes related competitive information, market research and customer data to inform effective strategic and operational program development.
- Interfaces with industry segment managers/other owners to provide PR market and customer information for incorporation into plans.
- Works closely with marketing program managers and marketing staff to suggest and drive new content development to address PR needs.
- May act as a LSCA spokes person at press events, tradeshows, and other customer, press, analyst facing forums
- Responsible for defining training and management support for LSCA speakers

Qualifications :

Requires:

- BS/MS in business, marketing, communication or equivalent. MBA desired
- Experience with analytical instrumentation or life sciences and/or technical depth in biology, chemistry, or molecular biology.
- 5+years B to B industry experience in marketing, marketing communication, advertisement, branding or related areas.
- Demonstrated track record in successfully planning, designing and executing PR programs and campaigns
- Demonstrated skills in teamwork and collaboration
- Clear and compelling writing skills
- Strong oral communication skills
- Exceptional project management skills with demonstrated ability to work and manage projects across global matrix organization

Geographic Location: Santa Clara, CA preferred but will consider Anywhere USA

Travel: ~30% (with CA location) Up to 50% with anywhere USA location

Apply URL : <http://www.agilent.apply2jobs.com/?FuseAction=mExternal.showLogin&rid=2018792&sid=371>