

Requisition : 2019901
Job Title : Marketing Communications Specialist
Description:

Be a key player for a company that is a market leader in delivering innovative technologies, solutions and services; join the marcom team within the Life Sciences and Chemical Analysis (LCSA) Group at Agilent Technologies.

Here's where you get to implement your vision by transforming broad concepts and business strategies into structured marcom projects that facilitate market awareness, generate demand among prospects, and develop long-term loyalty within the installed base. You will lead the design and delivery of new marcom programs and processes, and provide solutions to complex, high impact issues across all marcom areas for business-to-business (B2B) direct marketing plans for the consumables, accessories and upgrade businesses through collaboration with outside agencies, business unit marketing staff, field organizations and other marcom team members.

This position is located in Wilmington, Delaware. Our Wilmington site is a hub for much of Agilent's Life Science business. We are located midway between Baltimore and Philadelphia; just 2 hours drive north to New York City or south to Washington, DC. Your day-to-day activities will be working directly with your team here as well as interfacing with cross-functional partners all over the world to achieve business objectives. Besides flexible work options and competitive compensation and benefits, our Wilmington, Delaware site has an on-site fitness center, courts for tennis, volleyball and basketball at your disposal.

This position can be located in Wilmington, DE or Santa Clara, CA. Working remotely is not an option.

Qualifications:

Required:

Bachelors Degree (or equivalent) plus a minimum of 5 yrs relevant direct marketing experience with 9 or more years of marketing communications.

Significant experience in relationship marketing, retention, and loyalty strategies using a range of direct marketing channels, including mail, web, print, and telemarketing is required.

Developing and implementing B2B marcom plans within an agency with demonstrable business results.

Well developed strategic thinking skills, project management skills, experience working with outside suppliers, a proven track record of measuring and enhancing program effectiveness, strong initiative, and the ability to work with a diverse group of individuals are critical.

Desired:

Global, client-side and/or consumables experience
MBA

Travel = Occasional

Apply URL :

<http://www.agilent.apply2jobs.com/?FuseAction=mExternal.showLogin&rid=2019971&sid=371>