



Sales & Marketing Associate

Position Overview

Under the supervision of the Associate Director of Business Development, the Sales & Marketing Associate will be responsible for leveraging contemporary marketing tools to help EpiVax achieve strategic goals. Responsibilities include developing and delivering creative and compelling content to enhance Business Development relationships with professional and business organizations to promote and sell EpiVax services

Responsibilities

Working with the Business Development department, this position will provide support for all sales and marketing initiatives. The Sales & Marketing Associate will take responsibility for:

- Maintaining CRM database (Salesforce) of all ongoing activities including accounts, contacts, etc.
 - Maintaining corporate website (WordPress) with updated products/services and other relevant corporate content;
 - Supporting the CEO in writing monthly newsletters (Mailchimp) with relevant corporate and scientific content;
 - Create and curate relevant content (scientific content, breaking news, corporate information) on social media outlets (LinkedIn, Facebook, Twitter, etc.) to grow audience and engagement
 - Tracking and reporting on marketing trends (Google Ads/Analytics)
 - Maintaining sales and marketing materials tuned to present each of our various product lines;
 - Assist in writing and proofreading other various forms of video, digital, and print copy and content;
 - Coordinating meetings and presentations (including preparing and delivering background briefings, meeting agendas);
 - Taking notes during meetings and presentations, summarizing action items, and updating the action plans as appropriate;
 - Development and management (production, delivery, and archival storage) of investment, business development, and sales/marketing presentations;
 - Identifying, evaluating, and recommending marketing trends, strategies and best practices in accordance with objectives;
 - Fine tuning Power Point presentations, creating spreadsheets, charts and graphs in Excel;
 - Performing web searches to identify new potential clients, new markets and market research using publicly available databases and search tools;
 - Marketing materials: Design, ordering, inventory, booklet/flyer/conference material preparation;
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Qualifications

Undergraduate degree/minor in Biological Sciences including biology or immunology is required. It is preferred that the candidate has some marketing, business development, and/or scientific sales experience. Must have strong reading and writing skills as well as customer service, problem solving, and critical thinking skills. A strong work ethic is essential.

Required Skills:

- Well organized, diplomatic and able to work competently under pressure
 - Strong team player with the ability to communicate clearly and concisely, both orally and in writing
 - Experience with WordPress, Mailchimp, Google Ads and SEO
 - Experience with Salesforce or similar CRM platform
 - Experience posting to social media outlets with relevant corporate information
 - Experience with event planning and coordination
 - Ability to independently prepare correspondence, press releases and memoranda
 - Ability and willingness to travel on occasion
 - Ability to work a flexible schedule including occasional evening and weekend hours as needed
 - Experience interacting directly with high level executives
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