

Sales and Marketing Assistant

Norgen Biotek is a leading Canadian biotechnology company focusing on sample preparation for research and diagnostic applications. Established in the Niagara Region in 1998, Norgen manufactures and sells products world-wide, as well as provides R&D and diagnostic services to the scientific community. Norgen is currently in the process of expanding our marketing and sales team. We are looking for motivated individuals with a life science background with 0 to 20 years of experience to join our growing team.

Job Location:

- Inside marketing and sales at our Thorold, Ontario location
- Outside sales in various locations (Toronto, Montreal, Halifax, Vancouver, etc)

Working Hours: Core working hours are Monday to Friday, 9:00 am to 5:30 pm

General Duties

- Strongly focused on customer service, including issuing quotes, order entry, order confirmation, technical support
- Perform lead generation and prospecting activities under the supervision of the Sales and Marketing team, including organizing and executing email marketing campaigns, direct mailers and phone campaigns
- Assist in the planning and execution of marketing events such as product shows, conferences and other scientific meetings
- Assist in the generation of marketing materials including brochures, catalogues and flyers
- Provide inside sales support
- Create content for Norgen's blog - article summaries, emerging applications, etc.
- Assist the marketing team in the areas of E-Marketing and social media marketing
- Other duties and responsibilities as required, including answering telephones, dispositioning calls and delivering messages
- Some travel may be required

Qualifications

- Degree in Molecular Biology, Biotechnology, Biochemistry, Bioengineering or related science field
- Background in e-marketing or social media marketing is an asset
- Experience with scientific writing (i.e. blogs, scientific publications, etc.) is an asset
- Excellent customer service and interpersonal skills
- Ability to multi-task and prioritize
- Be resourceful and show initiative
- Possess a positive attitude with good work ethic
- Proficient word processing, writing, and communication skills
- Discretion, good judgment, organizational ability, and the ability to work independently
- Adaptability and versatility
- Attention to detail
- Ability to meet deadlines
- Ability to perform multiple assignments without immediate supervision

Salary

- Yearly salary to be discussed, and will commensurate with education and experience