



DIGITAL MARKETING SPECIALIST FARGO, NORTH DAKOTA

OVERVIEW

The role of a digital marketing specialist is to oversee the company's online presence and to use digital assets to generate opportunities for Genovac. This individual will not be responsible for the creation of most assets (e.g., sales collateral, case studies, web copy) but they are responsible for using these assets on digital platforms to drive opportunities. Depending on skill set, the digital marketer may take more of a direct role in producing digital, visual assets (e.g., videos, webinars) but always in close collaboration with product marketing.

Performance in this role is measured on three key areas: the ability to research and recommend a strategy for various aspects of digital marketing, the execution of the approved strategy, and the analysis of the results.

RESPONSIBILITIES

Day-to-day tasks may include:

- Coordinate with product marketing to create campaign materials, such as lead generation emails and webinars
- Lead generation campaign execution and monitoring
- Social media management
- Manage Genovac web presence, including search engine optimization
- Analyze digital data, share insights, and make recommendations

SKILLS

The ideal candidate will be well-rounded individual with experience in digital marketing either in a business or academic setting. Examples of the types of skills Genovac is looking for include:

- 2+ Years of Experience in Digital Marketing (or equivalent education/training)
- Experience executing paid social media campaigns
- Strong working knowledge of priority social media platforms – LinkedIn and Twitter
- Working knowledge of Google Analytics or equivalent
- Strong analytical skills



- Strong interpersonal skills and the ability to collaborate well with both technical and business professionals
- Baseline skills using tools like Canva to create simple but compelling images and graphics

Additional Skills

The following skills sets are a plus, but the ideal applicant need not check all the boxes:

- Working knowledge of WordPress
- Experience with other social media platforms, e.g., Facebook, Instagram, etc.
- Science background in chemistry, biology
- Experience with content management systems such as WordPress
- Experience with social media marketing, especially LinkedIn and Twitter
- Graphic design skills, anything from simple tools like Canva and PowerPoint to more sophisticated tools such as Adobe Illustrator
- Experience with HubSpot

In addition to a current resume, applicants should submit a cover letter that describes their interest in this position and details their relevant qualifications. Address correspondence to HR@genovac.com.

About Genovac

Genovac is a contract research and manufacturing organization offering the world's most advanced antibody discovery solutions. Its immunization technologies, combined with multiple single cell screening technologies, including Berkeley Lights' Beacon, enable success against the most challenging targets. Since its founding in 1999, Genovac has completed more than 3,500 projects, providing antibodies to clients in North America, Europe, Australia, and Asia that have been developed into clinical and commercial drugs. In addition to its headquarters and labs in Fargo, North Dakota, Genovac operates another scientific and production facility in Freiberg, Germany.