

Title: Regional Marketing Manager, North America
Department: Marketing
Location: Field-based within region

About Akoya Biosciences:

As 'The Spatial Biology Company®', Akoya Biosciences' mission is to bring context to the world of biology and human health through the power of spatial phenotyping. The company offers comprehensive single-cell imaging solutions that allow researchers to phenotype cells with spatial context and visualize how they organize and interact to influence disease progression and treatment response. Akoya offers two distinct solutions, the CODEX® and Phenoptics™ platforms, to serve the diverse needs of researchers across discovery, translational and clinical research.

Position Summary:

To help support and enhance our year-on-year growth Akoya Biosciences is actively seeking a Marketing Manager with a background working in the Life Science sector to join the Global Marketing Team and drive growth within North America (NAM). The successful person shall report into the Global Marketing Director with the core responsibility of providing local marketing support for the NAM Sales and Support Team.

Coordination with the NAM Team, on strategies and tactics is required. The ideal candidate will effectively contribute towards driving the sales process from target identification and lead qualification through to order close.

The role offers a great opportunity to take on a wide variety of responsibilities within a growing organization.

Duties & Responsibilities:

- Overseeing implementation of the Marketing strategy - including campaigns, events, digital marketing.
- Own assigned global or regional programs with a primary focus on expanding our awareness, digital lead gen and adoption within NAM
- Partner with key accounts in the region to drive customer advocacy and networking
- Support the writing, copy-editing and proofreading scientific content for print, email, web and social media.
- Collaborating with graphic designers to produce electronic and printed content.
- Implementation of sales/marketing promotions.
- Report writing, data management and sales analysis to support marketing and sales promotions
- Providing competitor analysis and price comparisons for the Sales Team
- Field Marketing / Event production
- Input into the marketing strategy and agreeing the yearly action plan accordingly.
- Making sure that brand guidelines are adhered to in all marketing activities.
- Carrying out competitor analysis to ensure the company's marketing strategy is competing effectively.
- Reporting on all marketing activities to the Director of Marketing.
- Working closely with the NAM Sales & Support team; enabling them to meet their commercial objectives by providing them with appropriate tools.
- Working closely with product management team to define marketing materials and programs.

- Attending regular internal leadership meetings and events.

Skills & Requirements

- Science, business, or marketing degree.
- Proven track record of success in senior marketing roles.
- Confident, driven, and dynamic individual.
- Strong understanding of effective Marketing Communications.
- Experience of effective campaign ROI analysis through a CRM system and database management
- Commercial understanding of customer sales funnel and how to use the data to identify conversion rate improvement opportunities.
- Ability to work cohesively with many stakeholders – management, technical experts, sales teams and global marketing and business line colleagues.

Akoya Biosciences, Inc. proudly affords equal employment opportunity to all qualified persons regardless of race, color, religious creed, national origin, age, military status, sexual orientation, disability, genetic information, gender identity, gender expression or gender unless based upon a bona fide occupational qualification.

Apply at: careers@akoyabio.com