

Title: Partnership Marketing Manager
Department: Marketing
Location: Marlborough, MA or Menlo Park, CA
(flexibility to be remote depending on candidate profile)

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.

When you join us at Akoya, you will be part of a team that is passionate about commercializing cutting-edge spatial omics and imaging technologies that can transform biomarker discovery and its translation to the clinic. Joining a fast growing, mid-size startup also gives you tremendous opportunities to wear multiple hats and eventually grow into a leadership role as the company expands.

Position Summary:

We are looking for an experienced Partnership Marketing Manager who can play an active role in managing our partnership marketing efforts and support our efforts in building the Akoya brand and sharing our story globally.

This role will lead the co-marketing efforts with our commercial partners such as microscopy platform companies, antibody manufacturers, academic consortia, among others. Reporting to the Director of Marketing, the individual in this position must have experience guiding multiple projects and rapidly adapting to a changing environment that involves multiple working groups, at different stages of development.

Duties & Responsibilities:

- Partner closely with Director of Business Development to manage partnership marketing strategy, execution, and management.
- Coordinate and organize strategic PR and digital or field marketing programs with various commercial and academic partners, to achieve annual and quarterly KPIs.
- Lead the creation of co-branded assets and engaging digital and print content for the website and social channels.
- Convert complex concepts and product capabilities into simple, crisp messages and benefits for the target audience
- Track the success of your campaigns and programs in collaboration with the digital marketing and analytics experts within Akoya.

Skills & Requirements

- You have a passion for commercializing platforms that are at the bleeding edge of scientific discovery and clinical research
- You have the drive and initiative to learn new skills and can demonstrate complete ownership of assigned marketing programs
- You relish the opportunity to think out of the box and establish new frontiers in how we communicate with prospects, customers, investors, and the media
- You can galvanize our commercial and academic partners to be involved in our marketing strategy and influence them without direct authority
- You have 5 to 10 years of marketing experience, preferably within the life sciences industry
- Minimum of a Bachelor's degree in related field

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