Boston Jobs & Living Wage Posting

October 19, 2020

**Product Marketing Specialist**

Drafts effective marketing communications to highlight the features and benefits of new and existing products to customers. Assists Product Marketing Manager by interfacing with and performing data maintenance in B2B marketing CRM software (Pardot/Salesforce), posting on social media, various MarCom activities, and copywriting. New product launches will also be an integral component of the role.

**Essential Responsibilities:**

Develops and produces communications to enhance JEOL’s brand and emphasize product capabilities. Undertakes and assists with new product launches.

Works with the team to implement effective marketing communications to drive performance, such as promotional flyers, targeted email campaigns, and general product awareness initiatives.

Interfaces with sales and product management to ensure successful execution of marketing activities.

Interfaces with and maintains data in JEOL USA’s B2B marketing CRM software (Pardot/Salesforce)

Drafts communications to post on social media, performs various Marketing activities and copywriting

Develops a working understanding of the JEOL product line, along with its relevance in the market and the competitive landscape. This includes reading product relevant literature, attending webinars – and those of our competitors

Supports the Product Marketing Manager in establishing and evaluating marketing strategies and plans

Monitors industry-wide trends in digital marketing and stays abreast of new tools and technologies.

**Requirements:**

Bachelor's degree in Marketing, Business, Communications or a STEM related discipline from a four-year college or university; and two plus years of product management, eCommerce, business development, Marketing Communications, or digital marketing experience, preferably with scientific/industrial products company or an equivalent combination of education and experience.

Experience managing small projects from end to end within an established framework including interacting with stakeholders, setting project timelines, delivering project to completion is required.

Proficiency with Microsoft Office is required. Experience with Salesforce/Pardot desired. Graphic design experience (i.e. Photoshop Systems, Illustrator, Corel Draw, In-Design, Quark) is preferred. Experience/knowledge of e-design principles helpful.

To apply, please complete an online application at www.jeolusa.com/careers or fax resume in confidence to Human Resources at (978) 536-2484.

To gain insight about what it’s like to work at JEOL please view our employee videos at http://www.jeolusa.com/ABOUT-US/Career-Opportunities/Working-at-JEOL

JEOL is an Affirmative Action/ Equal Opportunity Employer. Applications from minorities, females, veterans, and individuals with disabilities are strongly encouraged.

EOE/Minorities/Females/Vet/Disabled