

Product Marketing Manager, MinION and GridION Devices

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Company: Oxford Nanopore Technologies

Location: Netherlands

Category: other-general

Oxford Nanopore Technologies is headquartered at the Oxford Science Park outside Oxford, UK, with satellite offices and a commercial presence in many global locations across the US, APAC and Europe.

Oxford Nanopore employs from multiple subject areas including nanopore science, molecular biology and applications, informatics, engineering, electronics, manufacturing and commercialisation. The management team, led by CEO Dr Gordon Sanghera, has a track record of delivering disruptive technologies to the market.

Oxford Nanopore's sequencing platform is the only technology that offers real-time analysis, in fully scalable formats from pocket to population scale, that can analyse native DNA or RNA and sequence any length of fragment to achieve short to ultra-long read lengths. Our goal is to enable the analysis of any living thing, by anyone, anywhere!

We have an exciting opportunity for an experienced and highly motivated Product Marketing Manager to develop commercial go-to-market strategy and plans for our MinION flow cells and associated MinION and GridION devices. In this role, the successful candidate will be pivotal in driving lead generation for sales teams and for eCommerce sales via web stores.

We support remote working and welcome applications from candidates in the UK, France, Germany, Netherlands, Denmark or Italy.

Some global travel (~15-25%) will be required in the performance of the role

The details...

As a member of the Global Product Marketing team, you will work in a highly

collaborative way across functions to understand our MinION and GridION portfolio, its position in our overall offering and the competitive landscape, and how it builds value for our customers. Working closely with product management partners, you will translate this into compelling messaging and positioning for your portfolio within horizontal and vertical market and segments. Your scope will include new releases, on-market, and end-of-life products.

As the marketing subject matter authority on the MinION and GridION low-throughput device portfolio, including current MinION and GridION devices, you will take the lead on commercialisation of releases within your portfolio, collaborating cross-functionally with the wider organisation. You'll also join project teams to craft the development and deployment of marketing campaigns and events, commercial programmes, sales materials and sales activation/ training.

Key responsibilities include, but are not limited to:

Within the marketing organisation, act as the subject matter expert for the MinION and GridION portfolio

Lead development of go-to-market plans, commercial strategies and driven responses for your portfolio

Develop and test solution messages and positioning in collaboration with product management and marketing partners

Collaborate to integrate your portfolio into the wider messaging and marketing of our technology and solution offering

Develop relationships with the customer community to capture insights to inform segmentation, targeting, and positioning

Co-develop marketing content, sales tools and training resources to enable campaigns and commercial channels

Be a conduit for market, competitive, and customer intelligence into the organisation

Develop important metrics and monitor performance of your portfolio

What we're looking for...

We'd expect:

A scientific degree or equivalent experience in molecular biology, genetics, etc.

3+ years in product management, product marketing or related roles.

Strong commercial experience of genomics markets, platform technologies and applications.

Commercial experience working at a business region level (e.g. Europe, EMEA, APAC, Americas).

Excellent interpersonal, communication, collaboration, and presentation skills.

Proven comfort with a high-paced culture which embraces innovation and uncertainty.

Strong experience of working within cross-functional project teams.

Influencing skills within matrixed organisations.

Ability to work to defined processes or find collaborative ways to get things done if no process exists.

The following would also be an advantage:

A PhD or lab experience in genomics or related field.

Global marketing experience.

Specific experience of managing or marketing next-generation sequencing portfolios.

Experience of leading cross-functional project teams.

NGS data analysis knowledge

This role will suit someone keen to join an exciting, innovative high-tech organisation who enjoys working in fast-paced, matrixed marketing, sales and service environments.

We offer outstanding benefits to include an attractive bonus, generous pension contributions, private healthcare and an excellent starting salary. Based within beautiful, landscaped surroundings with tree-lined walks, water features and a lake, all of which make for a wonderful working environment.

If you are looking to utilise your skills to really make a difference to humankind, then consider joining our team and apply today!

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