

JOB DESCRIPTION

Title: Marketing Manager, for Kytopen

Overview:

[Kytopen](#) is an MIT spinout streamlining the engineering of a wide array of human and human-derived cells for use in next-generation cell therapies, with the goal of expanding access to powerful new living medicines. We enable transformative therapies with our patent-pending continuous *Flowfect*[®] cell engineering platform. The non-viral *Flowfect*[®] technology is a fast, scalable, and gentle process that yields billions of high-quality engineered cells in minutes while maintaining cell health and function. We seek passionate, pioneering people to join the team on this mission.

Summary:

Kytopen is scaling quickly toward a Commercial Launch of its first GMP product and the new Marketing Manager will work in coordination with all internal and external stakeholders required for the realization of delivering high quality products and services that build upon our culture of Quality Excellence.

Essential Duties & Responsibilities:

- Develop and implement our marketing strategy in all stages of content planning, conceptualization, creation, distribution, amplification, and analysis in accordance with defined business timelines and budgets
- Develop and drive strategic, creative, and coordinated marketing communications plans to achieve marketing goals and objectives for key initiatives, campaigns, and product launches
- Develop targeted content strategies according to relevant industry segments, personas, and buyer's stages; demonstrate traditional and digital marketing channels to support business goals
- Ownership and activation of thought leadership content, web assets, sales collateral, and overall marketing strategy.
- Assess market and customer environments and to discover challenges, unmet needs, buying cycles and personas. Identifying customers, research, process development, clinical and commercial needs, values and desired benefits.
- Executing branding campaign to promote corporate brand. Responsible for maintenance of brand integrity. Ensure marketing materials align with Kytopen's brand guidelines, local regulatory requirements, and advertising/promotional work instructions
- Develop clear value metrics for marketing campaign that align with the marketing and business strategy. Monitor and review these metrics to develop plans to optimize marketing initiatives.
- Utilization of tools: Drive lead generation/nurturing and optimization effectively by applying market data tool, marketing automation tool and CRM platforms. Measure performance effectively by using analytics tools and platforms.
- Report outcomes and feedback to business stakeholders and senior management

- Research new approaches to marketing based on industry trends and drive adoption of new strategies, techniques, and tactics
- Drive a consistent approach to content planning, development, and distribution
- Lead and evaluate relationships with marketing agencies, media partners, and suppliers

Requirements (About you):

What:

- Bachelor's Degree in Marketing, Engineering, Biological Sciences, Business Administration, or related field. Minimum 7+ years' experience in marketing, product marketing, marketing communications, or digital marketing. MBA a plus.
- Knowledge of the Cell and Gene Therapy technologies related field, industry dynamics, developments, and technology applications
- Proven marketing expertise in B2B content, digital marketing, product commercialization, and/or branding and able to provide market & customer insights
- Knowledge of integrated marketing communication strategies (traditional, digital, and events) and content marketing standard methodologies
- Experience working with marketing automation, content management, and CRM tools
- Experience managing complex projects with external parties, proven marketing campaign and project management experience
- Proven ability to motivate and work effectively with diverse, cross-functional teams across multiple levels (including senior leadership and executives), and outside vendors/suppliers
- Experience managing agency, contractor, and supplier relationships
- Outstanding verbal and written communication, presentation, and interpersonal skills; ability to clearly express ideas with conversation, writing, and whiteboarding
- Demonstrated collaboration, negotiation & conflict resolution skills. Ability to multi-task & handle tasks with competing priorities effectively.
- Ability to deliver results independently and in group settings. Self-motivated and self-directed; can work under minimal supervision
- Critical thinking, strong analytical skills, and detailed knowledge of marketing analytics

How:

- Demonstrated leadership ability to exemplify Kytopen's values of: Impact, Passion, Integrity, Resilience, and Inclusivity.
- Ability to lead and motivate a highly skilled and diverse team whether directly or indirectly.
- Ability to work within a diverse workforce and provide a positive and motivational work environment.
- Entrepreneurial and comfortable in a fast-paced environment.
- Not afraid to say 'no' when merited, and constructively provide alternative points of view to consider.
- Fast thinker who can react quickly and cleverly to new information and changing conditions.
- Outstanding verbal and written command of the English language.
- Proven ability to trouble shoot, brainstorm and resolve conflicts that arise with internal or external stakeholders.