

Job Title: Marketing Assistant

Active Motif is a biotechnology company developing innovative tools and reagents for epigenetics and gene regulation research. Our headquarters is located in Carlsbad California and we have offices in Europe, China and Japan.

We are looking for a skilled and motivated individual to join the marketing team in our Shanghai office. As a member of the marketing team your job will be to maintain and update our customer database, social media operation as well as help with making marketing literature, supplies etc

Interested individuals should submit their resume outlining qualifications and experience to techchina@activemotif.com.

Responsibilities:

- Maintain and update customer database by entering new and updated customer and account information, profiling customers, and distributing information as necessary to sales representatives and distributors.
- Routine maintenance and update of WeChat account of Active Motif by composing and delivering the articles by provided contents or materials.
- Prepare and manage marketing publicity for conferences, seminars and trade shows. Attend events if required.
- Print and manage marketing literature such as brochures, flyers, posters etc.
- Other duties as needed.

Required Qualifications:

- Bachelor's degree.
- More than 1 year marketing related working experience. Experience in life science industry is highly preferred.
- Working knowledge of windows office suite including Excel. Good command of PS or AI.
- Previous experience in WeChat operation
- Good command of spoken and written English is preferred.
- Attention to detail.
- Good people skills.

岗位名称：市场助理

Active Motif 是为科研领域提供创新的研究工具的生物技术公司，总部位于美国加州。

目前我们正在寻找一名合适的市场助理，成为市场部门的一员。工作职责包括用户数据 CRM 系统维护和更新，微信公众号运营，市场宣传资料和用品准备和管理等。

如果对职位感兴趣，请将简历发送到 techchina@activemotif.com

岗位职责：

- 1, CRM 系统维护和管理。包括联系人信息整理，导入，定期清理和维护。
- 2, 微信公众号运营维护。对提供的内容和素材进行设计排版，推送等。
- 3, 市场宣传资料排版，印刷，入库，发送客户及经销商。
- 4, 准备会议，促销等活动用品。如小礼品，易拉宝，展架等。必要时可能到会场协助布展。
- 5, 公司安排的其他任务。

基本要求：

- 1, 本科学历。
- 2, 一年以上市场相关工作经验。生命科学行业市场部工作经验优先考虑。
- 3, 熟练使用 office 软件。能够熟练使用 PS, AI 等平面设计软件制作宣传册，易拉宝等。
- 4, 微信公众号运营经验
- 5, 做事仔细，认真负责，能够独立工作。
- 6, 英语技能优秀优先考虑。