



## Marketing Coordinator

**Req ID #:** 2635

**Location:** Northridge, CA

For over 40 years, HemaCare, a Charles River company, has worked to making a positive impact on the world by providing the highest quality cellular material and services to biotech and pharmaceutical companies and research organizations that are performing innovative research and developing novel cell-based therapies.

We recognize that our success depends on the vision and passion of our employees; that is why we are devoted to making HemaCare a rewarding and valuable place to work. We believe in making a difference, and at HemaCare, you will make a difference every day.

### **JOB SUMMARY**

The Marketing Coordinator will assist in developing, implementing, and maintaining a successful marketing department to support the global marketing plan.

### **Responsibilities:**

- Assist in executing integrated marketing campaigns, including lead generation programs, SEM, SEO, email marketing, blogs, social media, video, and content marketing.
- Produce copy and design for content marketing deliverables and email marketing.
- Assists in graphics design and layout of all marketing collateral, selling tools following established style guide.
- Manage content and updates for internal and external customers.
- Conduct market research and monitor industry trends and behaviors.
- Prepare marketing activity and analytics reports.
- Manages automated software to format, schedule delivery, and measure email, blog, and social media channel performance.
- Assists in managing customer database, including updating records, monitoring, and measuring leads and sales funnel.
- Assist in the planning, implementation, and management of the company's SEO.
- Manages trade show and other events planning, including booking space, maintaining booth materials, coordinating shipments, booking rooms, and supporting marketing and sales staff as required for successful lead handling.
- Manages inventory and reprint needs of all marketing collateral and promotional items.
- Perform additional duties as assigned.

**Supervisory Responsibilities** This position has no direct supervisory responsibility

### **Requirements:**

- Discretion in handling confidential and sensitive matters.
- Ability to collaborate effectively across teams and functions.
- Proficient in full Microsoft Office suite.
- Experience with Adobe Suite.



- Knowledge of traditional and digital marketing, content marketing, and social media marketing.
- Solid knowledge of website analytics tools (e.g., Google Analytics).
- Knowledge in setting up and optimizing Google Adwords campaigns.
- Familiarity with marketing automation, CRM, and SEO tools (e.g., HubSpot, Salesforce, SEMrush).
- Familiarity with SEO, SEM, and keyword research best practices a plus
- Working knowledge of HTML and design and email software.
- Strong verbal and written communication skills.
- Excellent organizational, time management, and problem-solving skills.
- Ability to work well under deadlines and pressure.

#### **Education, Experience and Licensure**

- Bachelor's degree in marketing, business, science, or related field, preferred.
- Two or more years marketing or related experience; recent graduates will be considered.
- Ability to quickly learn new software programs as needed.

#### **About HemaCare**

HemaCare, a Charles River company, is a global leader and trusted brand in the customization of human-derived biological products and services for biomedical research, drug discovery, and cell and gene therapy development. HemaCare's vertically integrated solutions support preclinical research, clinical studies from phases 1 to 3, and commercialization with high-quality RUO and GMP-compliant starting material and apheresis collections.

In January 2020, HemaCare was acquired by Charles River Laboratories, an early-stage contract research organization (CRO). Combined with Charles River's integrated, early-stage portfolio of discovery, safety assessment, and manufacturing support services, the acquisition creates a unique, comprehensive solution for researchers and cell therapy developers and manufacturers worldwide to help accelerate their critical programs from basic research and proof-of-concept to regulatory approval and commercialization. Utilizing this broad portfolio of products and services enables our clients to create a more flexible drug development model, which reduces their costs and enhances their productivity and effectiveness to increase speed to market. We work closely with our clients throughout the clinical process to maximize success and drive positive clinical outcomes.

Together, with over 17,000 employees within 80 facilities in 23 countries around the globe, we are strategically positioned to coordinate worldwide resources and apply multidisciplinary perspectives in resolving our client's unique challenges. Our client base includes global pharmaceutical and biotechnology companies, government agencies, and hospitals and academic institutions around the world.

At HemaCare, we are passionate about our role in improving the quality of people's lives. We have proudly supported the development of 100% of the current commercially available FDA-approved immunocellular therapies. Our mission is to provide a best-in-class portfolio of high quality, customizable human cellular material and services to support drug discovery, scientific research, and cell therapy. This resonates from our employees and impacts our customers because we know that every day is an opportunity to advance discoveries and make a difference in someone's life.

For more information, please visit [www.hemacare.com](http://www.hemacare.com).



**Equal Employment Opportunity**

HemaCare, a Charles River Laboratories Company, is an Equal Opportunity Employer M/F/Disabled/Vet

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