



Marketing Specialist

Req ID #: 2636

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 Specialist will play an integral role in the development and implementation of marketing plans. This position is responsible for conducting market research and developing and executing marketing campaigns that promote and drive demand for HemaCare's products.

Responsibilities:

- Conduct market research and analyze consumer and industry requirements, habits, and trends and identify new opportunities.
- Collaborate with marketing, other internal teams, and key stakeholders to coordinate strategic marketing initiatives.
- Brainstorm, plan, and execute creative marketing initiatives to reach the target audience through appropriate marketing channels (digital, social media, email).
- Assist in outbound or inbound marketing activities, including content development, SEO and SEM, lead generation, email marketing, digital campaigns, social media.
- Collaborate with team members to optimize marketing automation and lead nurturing processes through email, content, and social channels.
- Assist in analyzing marketing data (e.g., campaign results, conversion rates, traffic) to help shape future marketing strategies.
- Undertake individual tasks of a marketing plan as assigned.

Supervisory Responsibilities This position has no direct supervisory responsibility

Requirements:

- Proven experience as a marketing specialist or a similar role.
- Thorough understanding of marketing elements (including traditional and digital marketing such as SEO/social media etc.) and market research methods.
- Demonstrable experience in marketing data analytics and tools.
- Solid computer skills, including MS Office, marketing software (Adobe Creative Suite, CRM) and applications (web analytics, Google Adwords etc.).
- Well-organized and detail-oriented.
- Exceptional communication and writing skills.
- Strategic thinking and excellent analytical skills.



- Excellent organizational, time management, and problem-solving skills.
- Ability to work well under deadlines and pressure.
- Commercial awareness partnered with a creative mind.

Education, Experience and Licensure

- BS/BA in marketing, communications, or equivalent.
- Three to Five years' in marketing related experience
- 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.

Equal Employment Opportunity

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

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