

EXHIBIT A - JOB DESCRIPTION

Job Title: Director of Marketing
Department: Marketing
Reports to: CEO
Position Type: Full Time Non-Exempt
Location: Bozeman, MT (Onsite or Remote)

Golden Helix is a recognized leader in genetic research software tools and services. For over two decades, we've empowered researchers and clinicians to overcome the obstacles that stand between them and groundbreaking discoveries, impactful publications, and life-saving diagnoses. We are seeking a Director of Marketing to lead the strategic development and execution of our marketing initiatives. This is a senior role for an innovative, self-driven professional who thrives at the intersection of strategy and execution. If you are sharp, organized, and eager to shape the future of a company where your contributions will have a significant impact, we'd love to meet you.

Key Responsibilities:

- Partner with the Executive and Sales teams to design and execute marketing strategies that strengthen the Golden Helix brand, increase qualified leads, and grow market share in the life sciences and genetic analysis industries.
- Develop and manage integrated marketing campaigns, including email, customer outreach, and lead nurture initiatives.
- Oversee content strategy: contribute topics, write and edit blogs, manage webcasts, and expand social media presence across LinkedIn, X (Twitter), Facebook, and YouTube.
- Drive brand consistency across web, collateral, presentations, and digital assets; ensure messaging resonates with both technical and clinical audiences (PhD- and MD-level).
- Maintain and update the corporate website, supporting both content and design improvements.
- Track and analyze marketing performance metrics; use data to optimize campaigns and increase ROI.
- Lead projects from concept to execution while balancing strategic priorities with hands-on delivery.

Requirements:

- 5+ years of professional marketing experience, ideally in life sciences, bioinformatics, clinical research, or technical software.
- Bachelor's degree in Marketing (or related field) required; advanced degree a plus.
- Proven success in lead generation, content marketing, and brand development.
- Strong writing skills, with the ability to communicate complex scientific/technical topics to highly educated audiences.
- Proficiency in CRM systems (Microsoft CRM, Salesforce, or similar).
- Familiarity with WordPress, HTML, Photoshop, Illustrator, and Acrobat.
- Strong project management and organizational skills; ability to manage multiple initiatives simultaneously.
- Advanced knowledge of MS Office (Outlook, Excel, Word).
- A proactive learner who is eager to master Golden Helix's products and competitive landscape.

Compensation & Benefits:

Golden Helix offers:

- Competitive salary with long-term incentives tied to company performance.
- Comprehensive benefits package including health insurance, 401(k) with company match, and paid time off.
- The opportunity to make a direct and lasting impact in a growing company at the forefront of precision medicine.

INTERESTED?

If you are interested in a challenging and rewarding position with an exciting company, please send your resume and letter of interest to personnel@goldenhelix.com. Please note any prospects will be contacted from a goldenhelix.com domain email address.