

The Marketing & Sales Associate will be part of and work closely with our Marketing/Sales/Executive team on the execution of all marketing and outbound prospecting initiatives. The ideal candidate will possess a unique combination of both creative and analytical skills to help promote Golden Helix's brand, drive traffic and engagement, increase the number of sales-ready leads, and grow the company's market share in the life science and genetic analysis industry. The Marketing & Sales Associate will also be responsible for the creative design of corporate and social media marketing materials that are all in line with existing brand guidelines. This position encompasses basic sales outreach and follow-up, along with excellent customer service skills. This is a perfect opportunity to learn the key areas of sales and marketing, which could lead to a development path in either area.

## Marketing Duties

- Develop and create marketing content for all marketing initiative and social media platforms
- Updating and troubleshooting website
- Optimizing SEO strategy for the website
- Monitor and respond to engagement across all social media channels
- Assisting with copywriting
- Assisting with special projects in marketing

## Sales Duties

- Research and identify key decision-makers in organizations to promote Golden Helix software, communicate our value proposition, and secure a next step
- Provide product, promotion and pricing information from customer requests; forwarding information, answering customer questions
- Contact customers and prospects to arrange appointments or to make follow-up calls
- Achieve daily call goal expectations and track activity and customer interaction in the company CRM system
- Achieve monthly prospecting goal expectations

## **Requirements**

- ✓ Bachelor's Degree in Science, Marketing, Graphic Design -or- relevant professional experience
- ✓ Graphic design experience, demonstrated by a comprehensive and diverse portfolio
- ✓ Must be a self-starter who excels at multitasking and thrives in a fast-paced environment while maintaining a positive attitude
- Proficiency in a CRM and MAP program a plus
- HTML/web design experience a plus
- Web design background a plus

## **About Golden Helix**

Golden Helix is a leader in analytics software tools geared towards the clinical genetic testing market and research institutions. Globally, we do business with hundreds of organizations. We have a strong record with major hospitals, testing labs, research organizations, the pharma industry as well as governments worldwide. We have been recognized in the Inc. 5000's prestigious list of fastest-growing private companies in the United States for the second consecutive year. Our business is growing, creating the need to expand our team.

This is a Full-Time position in our Bozeman, MT office, with full benefits including Paid Time Off, Health Insurance, and 401(k) matching, plus long-term incentives tied to company performance.