



Thrive Bioscience, Inc. – Marketing Manager, Live Cell Imaging

Job Title: Marketing Manager, Live Cell Imaging

Manager: Director of Commercial Operations

Type of Position: Full-time

Territory: United States (Boston area preferred; can work remotely with regular visits to HQ in Boston area)

Compensation: Base salary of \$80,000 to \$110,000 commensurate with experience, track-record, and education; equity and excellent benefits available in addition to salary

Contact for Additional Information: careers@thrivebio.com

About Thrive Bioscience:

Thrive Bioscience (thrivebio.com), located in the Greater Boston Area, manufactures and sells to researchers a family of instruments with extensive software tools that provide previously unavailable live cell imaging, analytics, and automation for reproducible cell culture and breakthrough insights. Thrive's products enable biologists to deliver reproducible cell culture and experiment results by leveraging microscopy, robotics, and fluidics to automatically capture, and build a database of terabytes of high-resolution images and data. The principal markets are drug discovery, drug development, regenerative medicine, basic research, and infectious disease research.

Thrive currently sells the CellAssist, a benchtop instrument for imaging and analysis of live cells, and the CellAssist 50 which combines the CellAssist with a 50-plate automated incubator, to pharmaceutical and biotech companies and research institutes. The company was founded in 2014, has financial backing from established industry veterans, has a portfolio of 85 patent applications, of which 27 have been issued, and has collaborations with several leading academic institutions.

Position Description:

Responsible for administration of Thrive's marketing activities. This is a broad marketing role with activities that include product marketing, maintaining and using the CRM (HubSpot experience is strongly preferred), analysis of market research and metrics, social media campaigning, maintaining and enhancing the web site, webinar administration, collateral production, and conference/expo planning. Familiarity with scientific instruments and capital equipment is strongly preferred. The position's principal responsibilities include:

- Manage day-to-day administrative tasks to ensure marketing success
- Manage the HubSpot CRM – enhance the database and produce reports to assist the sales reps with leads and the head of sales with sales effectiveness measures
- Develop prospect lists and research backgrounds of prospects
- Conduct market awareness campaigns with emails and social networking
- Organize and manage promotional events such as press releases, webinars, expos, exhibits, and conferences
- Maintain and enhance the company website and landing pages
- Create and enhance collateral in coordination with management and sales reps
- Maintain and analyze marketing metrics and results of past campaigns
- Monitor competitor marketing activities
- Prepare forecasting and other reports to support sales representatives



Location/Travel:

Greater Boston area is preferred; however, this is a national position and candidate can work remotely from anywhere within the U.S. with regular visits to the headquarters in the Boston area. Travel is expected to many customer sites.

Required Qualifications:

- Strong product marketing background with ability to effectively communicate technical information
- 3 to 5 years of product marketing experience in life sciences (research tools experience preferred)
- Bachelor’s degree in a scientific field
- Prior experience in areas of responsibility described in Position Description, including CRM, lead development, social media, collateral, promotional events, public relations, etc.)
- Advanced computer skills including the Microsoft suite and web analytics
- Excellent analytical, communication, and presentation skills
- Highly motivated, self-starter who can work in an early-stage company
- Willing to travel (up to 25%) as needed to maximize customer and company exposure

Desired/Preferred Qualifications:

- Experience with selling or marketing scientific instruments
- Advanced degree in business or the life sciences
- Prior sales experience
- HubSpot experience

Thrive Bioscience offers excellent medical and dental insurance and other benefits. Thrive provides a fast-paced, stimulating work environment. Qualified candidates please respond to careers@thrivebio.com.

All qualified applicants will receive consideration for employment without regard to race, creed, religion, color, national or ethnic origin, citizenship, sex, sexual orientation, gender identity and expression, genetic information, veteran status, age or disability status.

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