

ProtiFi | Director of Marketing & Design

ProtiFi, LLC., based in Rochester, NY, is a global leader in innovative proteomics and omics technologies. Our diverse portfolio of sample preparation products and data analysis tools have revolutionized omics by delivering the accessibility, speed, and reproducibility necessary to quickly move from lab research to real clinical application.

Department: Marketing
Reports To: President of Operations
FLSA Status: Exempt/Full-time
Pay Rate: \$70,000 to \$85,000 annually

Position Overview:

The Director of Marketing & Design handles B2B marketing, brand, and educational events. They conduct market research and develop marketing strategies, including SEO/SEM campaigns and social media initiatives. They also create and maintain websites using HTML/CSS and Adobe Creative Suite. This role requires the ability to proactively build organizational knowledge and relationships and thrive in a fast-paced, entrepreneurial environment.

The Role:

- Create visuals and graphics for marketing and business development branding efforts, including landing pages, product catalog, scientific posters, ads, presentations, etc. that adheres to a domestic and international demographic.
- Lead the definition and execution strategies across global markets, including growth and innovation strategy, product lifecycle management, and capacity planning.
- Lead the creation, design, and development of comprehensive global distributor branding packages, including flyers, technical datasheets, and product catalogs, ensuring all materials are visually impactful, professionally branded, and easily adaptable for multilingual translation by distributors and clients.
- Work closely with staff to support a wide range of business growth activities, including commercial partnerships, licensing, and alliances.
- Lead global launch and commercial planning for new products and through close collaboration with company stake holders, including sales and product management.
- Develop market plans for new product offerings, outline segment messaging and positioning.
- Oversee the end-to-end management of both domestic and international conferences that includes the conceptualization and design of booth displays, coordination, design, and production of marketing collateral, all conference logistics, including shipping / customs, and people logistics such as hotels and flights, with the occasional travel to conferences.
- Ensure high quality, profitable execution of creative deliverables.
- Conceptualize and execute complete product packaging solutions from design through production, including the development of sophisticated labeling systems for

product labels with dynamic PDF integration for lot number tracking and quality control.

Who you are:

- Bachelor's degree in marketing, engineering, or a scientific discipline.
- 5+ years' progressive experience in upstream marketing, building relationships and identify future markets.
- Relevant experience in downstream marketing to focus on short-term sales.
- New product development experience, with demonstrated success in new product launches.
- Proven ability to persevere and thrive in ambiguous situations.
- Strong leadership within a start-up environment and the ability to successfully contribute at all levels.
- Transformational strategic thinker.
- Demonstrated ability to lead without direct authority.
- Exceptional quantitative, analytical, written, verbal skills.
- Proven ability to develop and present complex business reviews or presentations.
- Self-driven and highly collaborative with high personal accountability.
- Ability to travel up to 15% of the time.
- A track record of accomplishment in managing multiple competing priorities.

What you get:

- The opportunity to make real impact at the leading edge of rapidly growing omics technologies.
- A dynamic and collaborative work environment where your contributions are recognized and valued.
- Competitive salary and benefits package.
- Develop cutting-edge scientific skills and leadership expertise while shaping the future of omics and proteomics.

Ready to make a difference?

Apply now and join our team to shape the future of proteomics and “*bring omics technologies to life!*”. To apply, please submit your resume and cover letter to careers@protifi.com.

About ProtiFi:

ProtiFi, LLC., based in Rochester, NY, is a global leader in advanced proteomics and omics technologies. Our diverse portfolio of sample preparation products and data analysis tools have revolutionized omics by delivering the accessibility, speed, and reproducibility necessary to quickly move from lab research and real clinical application. Known for our intellectual agility and results-oriented focus, our dynamic team serves a broad customer base in academia, pharmaceuticals, contract research organizations, and core and clinical proteomics labs across the US, EU, and Asia/Pacific regions. Evolving from a visionary 2015 Cold Spring Harbor Laboratory spin-out, we work to fulfill the promises of omics technologies and transform those advancements into tangible, available solutions. Discover how ProtiFi is *bringing precision omics to life!* at <https://protifi.com>.