

Web Marketing Specialist

Position Summary:

The Web Marketing Specialist is a business professional that will contribute to the overall internet marketing strategy for all of Thermo Fisher Scientific Genomics product lines. Working with cross-functional internal teams and external sources, the Web Marketing Specialist will develop and implement internet-related initiatives to support the commercialization and lead generation pipeline of the products and services related to our markets.

The Web Marketing Specialist is also responsible for producing content for websites, email campaigns and other online marketing materials. The ideal candidate is creative, energetic and has solid experience writing for the web as well as a background in marketing copywriting. Duties include but may not be limited to the following:

- Write, edit and maintain content for several product websites
- Partner with product marketing and Marketing Communications (MarCom) staff to produce compelling content for landing pages, email campaigns, newsletters, banners, paid search and other programs
- Work with product managers to translate product information into clear, concise, web-friendly content
- Work with other Web Marketing Specialists in tuning content for various social media marketing efforts
- Work with web marketing staff to optimize web content for natural search optimization (SEO) of all genomics websites to improve ROI for organic/PPC search as well as all web marketing; actively participate in the enhancements of Google AdWords campaigns
- Work with web marketing team to identify and improve areas of the website that do not meet performance expectations (e.g., high abandonment/exit)
- Participate in brainstorming sessions to develop campaign themes and evolve overall content strategy with the product marketing team
- Ensure consistency of tone, 'voice' and messaging throughout all online content
- Explore Wikipedia and other content development opportunities
- Working with the IT team, the Web Marketing Specialist will manage all Genomics web content to integrate websites overtime.
- Actively participate in content migration of ThermoFisher.com and High Science websites
- Contribute content for online tools, such as content material portals and Eloqua automation
- Co-manage e-marketing activities on 3rd-party websites to deploy effective email and banner campaigns
- Understand web analytics tools and metrics reporting

Minimum Requirements/Qualifications:

- Bachelor's degree in a life sciences discipline (i.e. biology, molecular biology or cellular biology), marketing or related discipline
- Life sciences background (i.e., lab or research)
- 3-5 years experience of internet writing experience with strong knowledge of web writing best practices

The above statements are intended to describe the general nature and level of the work being performed by people assigned to this job. They are not an exhaustive list of all of the duties and responsibilities associated with it.

- Programming skills: HTML, JAVA and/or other related web programming languages.
- Proficiency in Adobe Creative Suite (Illustrator, Photoshop, Dreamweaver)
- Experience with content management systems
- Understanding of Internet technologies and e-marketing tactics and strategies
- Knowledge of all MS Office applications

Additional Desired Qualifications:

- Excellent web writing skills including the ability to repurpose offline copy for the web
- Strong knowledge of SEO best practices
- Solid understanding of web design principles and usability testing practices
- Outstanding written and editorial skills with exceptional attention to detail; excellent grammar, editing and proofing skills
- Strong collaboration skills and the ability to communicate effectively at all levels
- Organizational skills with the ability to multi-task in order to meet deadlines
- Demonstrated capacity to operate successfully in a fast-paced, rapidly changing environment
- Ability to perform a wide variety of tasks efficiently
- Professional demeanor, work well with others
- Strong personal initiative and ability to work independently

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