



Detecting Pathogens at the Speed of Light

**Position Description:**

Commercial Group – Marketing Associate

PathSensors, Inc. is a rapidly growing biotechnology company developing cutting edge diagnostic systems that use unique biosensor technology created at MIT-Lincoln Laboratory. We are in need of an early-career Marketing Associate who is passionate about marketing and communications and is able to work cross-functionally with our various teams. This position will “build the brand” and position the organization within key markets. A successful candidate will work closely with our Sales Manager, be comfortable with change, and will help us broaden our inbound leads through his or her marketing efforts. This candidate will have an integral role in the company’s immediate and long term growth and success. For more information, visit [www.pathensors.com](http://www.pathensors.com).

**Responsibilities:**

- Grow new leads, including marketing-qualified leads, through social media, email campaigns and converting website traffic through calls-to-action, landing pages, and lead generation content
- Build and manage the company’s social media profiles and presence, including Facebook, Twitter, LinkedIn and any additional channels that may be deemed relevant
- Regularly write blogs and press releases on a wide range of topics relevant to the industries we work in
- Manage Google Adwords and Analytics to understand how our outbound marketing activity turns into customers, and continually refine our process to convert customers
- Coordinate, plan and participate in customer visits in coordination with the Sales Manager
- Organize and lead monthly sales meetings in coordination with the Sales Manager

**Qualifications:**

- Effective communicator and creative thinker, with an ability to use data to inform decisions
- Excellent organizational skills to work independently and manage projects with moving parts
- Proficiency in content management and customer relationship management systems
- Comfortable working in a collaborative, cross-team capacity
- The ability to work and thrive in a fast-paced, rapidly changing work environment
- Past marketing experience is preferred

**Benefits Offered:**

- Paid time off
- Health insurance
- Dental Insurance
- Others

**To apply, please submit your resume to [hr@pathensors.com](mailto:hr@pathensors.com).**