

Job 20181218#1 description:

Position Title: Marketing Assistant

Report to: Marketing Director

Location: Australia

BGI Australia has an exciting opportunity for the position of Marketing Assistant. Reporting directly to the Marketing Director, the Marketing Assistant will be responsible for providing support on all marketing activities including marketing campaigns, events/tradeshows, marketing communications, public relations, market research, and administrative support. This position requires proven written and verbal communication skills, as well as exceptional organisational skills.

Responsibilities:

- Assisting in the creation and editing of presentations, brochures, websites, press releases, invitations, etc.
- Assisting in the planning of seminars, workshops, and company sponsored events.
- Coordinating and managing logistics associated with tradeshows, events, sponsorships, and sales materials distribution.
- Attending tradeshows, company sponsored promotions and events as needed.
- Tracking marketing budgets and YTD spending.
- Working with external vendors/suppliers in the Oceania region and marketing counterparts in BGI headquarters.
- Working with customers in developing case studies, references, and testimonials.
- Monitoring online communities; maintaining and updating company website.
- Conducting market research.
- Analyzing results of marketing campaigns; creating and enhancing the campaign list.
- Providing administrative support for the Marketing Director.
- Additional ad-hoc duties as needed from time to time.

Education/Experience:

- BS in biology, marketing, communications, or related field;
- 1+ year of marketing or administrative assistant experience preferably in biotech industry, but not essential;
- Excellent written and verbal communications skills;
- Ability to multi-task in a fast-paced environment with excellent attention to detail;
- Proficient with Microsoft Word, PowerPoint, Excel, and Outlook;
- Competency in digital marketing e.g. website, social media, and other digital trends;
- Knowledge of genomics or next generation sequencing technologies a plus;
- Ability to communicate in Chinese (listening and speaking) would be considered as a plus;
- Willing to travel;
- Australian citizens or residents with the legal right to work in Australia are welcome to apply.

To submit an application for this role, all applicants must supply the following documents: Cover letter, Resume and a Statement to address the required skills listed above to bgi-australia@genomics.cn.