

Job 20201023#1 description:

Position Title: Marketing Specialist – Genomics

Report to: Regional Sales Manager

Location: Brisbane

BGI Australia has an exciting opportunity for the position of Marketing Specialist-Genomics.

Principal Accountabilities:

- Develops strategies for increasing sales revenues and marketing objectives.
- Effectively promotes the company and its merchandise, targeting the correct and appropriate audience.
- Manages and develops marketing programs and materials such as advertising, event support and online promotions.
- Retains, extends, and acquires customers through effective identification of opportunities and specific needs for the industry.
- Builds ongoing knowledge of current industry trends, competitive information and industry/technical knowledge and disseminates that information with company colleagues.
- Develops and maintains relationships with potential customers and accelerates follow-up opportunities.
- Maintains records with customer information, including sales.

Organisation:

- Reports to the regional sales manager.
- Works closely with the product and sales managers to promote product development through collaboration with key customers.
- Understands BGI's values and expand BGI's vision in the markets.

Key Challenges:

- Think outside of the box and implement alternative strategies to prospect business opportunities and stand out from the competition.
- Market and business awareness: Prove the value of BGI's products and services.
- Offer value to the client: get a deep understanding of the client's needs and pain points.
- Time management: create a solid selling message and reach out.

Job Knowledge, Skills and Experience:

- In-depth knowledge NGS, IVD and translational markets and of customer needs in this industry.
- Knowledge of technical and marketing skills including professional, impactful presentations.
- Ability to demonstrate both clinical and sales aptitude.
- Strong marketing and business development skills.
- Excellent communication, analytical and organizational skills.
- Willingness to travel.
- Fluency in English and Mandarin languages.

Competences:

- Significant past experience in similar positions, at least 3 years of experience in customer management in the biotechnology industry.
- Degree in Master's or above in biology, biochemistry, molecular biology, bioinformatics or equivalent.

To submit an application for this role, all applicants must supply the following documents: a Cover letter to address the selection criteria listed above and your Resume to bgi-australia@genomics.cn. You must have the legal right to work in Australia to apply for this job.