



## Marketing Analyst

Advanced Analytical, a manufacturer of innovative scientific instrumentation for the pharmaceutical, biotechnology and personal care markets based in Ames, IA is currently seeking a Marketing Analyst to join our team.

The Market Analyst will provide analytical and administrative support for the marketing team. The position will be responsible for the collection, analysis and distribution of market data, utilizing numerous internal and external resources. The position will also be responsible for tactical support of marketing communications activities, including the company's website and webpage content. The position reports directly report to the COO.

Primary responsibilities would include:

- Research, study and analyze data regarding marketing, pricing trends and demand trends for new and existing product lines.
- From assembled data, develop reports, spreadsheets and other collaborative tools and documents that will directly support the marketing teams' primary focus of improving yield on existing business and finding additional high yield opportunities.
- Collect competitive data from numerous published and unpublished resources including gathering competitive intelligence.
- Perform tasks related to managing communications to customers including responsibility for website content and maintenance, Google Adword campaigns, eblast and other online marketing efforts
- Perform assorted administrative marketing support as needed and assist in production of all marketing collateral.

Requirements:

- BS/BA degree in marketing, business or related area is required; 0-2 years of marketing, marketing research or related analytical experience is preferred. MBA considered.
- Demonstrated knowledge of science particularly molecular biology, microbiology, chemistry or related science field desired
- Experience with e-mail management and knowledge of website marketing is preferred
- Able to manage multiple projects while prioritizing work assignments
- Excellent interpersonal, oral and written communication skills
- Highly organized and ability to work independently
- Advanced PC knowledge of: Word, Excel, PowerPoint, Access, project management and Internet research applications is required

This position is full time with benefits. Minimal travel is required and will primarily be within the United States.

Submit resume and salary requirements to:

Advanced Analytical  
2901 S. Loop Drive, Suite 3300  
Ames, IA 50010

Fax: 515-296-6789

E-mail: [jthompson@aati-us.com](mailto:jthompson@aati-us.com)

Please reference "Marketing Analyst". No phone calls please.