Marketing Communication Coordinator

Advanced Analytical, a manufacturer of high-throughput, fully-automated nucleic acid and genetic analysis systems is seeking an experienced Marketing Communication Coordinator. AATI is a rapidly growing, privately held, venture capital backed company headquartered in Ankeny, IA with satellite operations in Europe. The company’s products have both commercial and research applications and are designed to improve processes within the molecular diagnostics, life science, agricultural and biofuels industries. The company’s product portfolio includes instruments for the parallel analysis of biomolecules, DNA, RNA, using capillary electrophoresis with fluorescence detection or UV absorbance.

The Marketing Communication Coordinator will work with the members of marketing team and is responsible for the day-to-day, hands-on execution of email marketing programs in support of organizational objectives to generate sales leads and cultivate customer relations. This includes ownership of the setup, maintenance, launch, target audience determination, monthly review, and follow up of reoccurring and triggered email communications. The position reports directly report to the Marketing Manager.

Primary responsibilities include:

- Driving the strategy for the email program to deliver strong engagement and results, through audience segmentation, deliverability, best practices, and data analysis
- Building email campaigns and related landing pages, database selection of all outbound campaigns
- Defining and executing email marketing calendar
- Managing each element of email and marketing automation campaigns including creative development, setup, targeting, and quality assurance of all outbound campaigns
- Developing and implementing A/B testing methodologies to continually improve the email programs performance
- Optimizing key traffic and revenue metrics including CTR, open rates, incremental revenue lift, engagement, and retention
- Analyzing the effectiveness of the campaigns, programs, and channel
- Implementing industry best practices such as segmentation, cadence, list management, deliverability, and analysis
- Communicating results and findings through strong analytical analysis
- Analyzing all aspects of the email program’s performance metrics, providing recommendations to improve the effectiveness of campaigns and adjusting the email marketing plan as required
- Testing new segments and mapping out strategy based upon email performance and marketing objectives
- Coordinating and monitoring the maintenance, integrity, and security of several databases
- Troubleshooting technical issues related to HTML templates, list segmentation and other aspects of email execution, as required

Requirements:
• Four-year college degree or equivalent combination of education and experience
• Strong knowledge of best practices for email creative, segmentation, dynamic content, testing methodologies, deliverability and CAN-SPAM regulations.
• Sound qualitative and quantitative analytical skills.
• 1 year of hands-on experience in email campaign building and list selection preferred
• Experience with email tools and Salesforce highly desired
• 2 years of HTML
• Basic understanding of molecular biology, desirable
• Attention to detail and superior organization is a must
• Proactive and able to work independently
• Good verbal and written communications skills
• Ability to meet project deadlines and exceed key performance indicators
• A can-do attitude with a growth marketing mindset, continually testing and looking for opportunities for growth.

This position is full time with benefits. No travel is required with this position.

Submit resume and salary requirements to: careers@aati-us.com