

# Protecting the Vulnerable™



## POSITION SPECIFICATIONS

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Digital Marketing Specialist II – Life Science Tools &  
Equipment  
Date 1-July-2021



Invested in the future of  
**safety and efficacy.**

## ABOUT OUR COMPANY

Mesa Laboratories, Inc. (Mesa) is a global technology innovator committed to solving some of the most critical quality control and analytical challenges in the pharmaceutical, healthcare, industrial safety, environmental, food and beverage industries. Mesa offers products and services through four divisions (Sterilization and Disinfection Control, Instruments, Cold Chain Monitoring and Cold Chain Packaging), which help our customers ensure product integrity, increase patient and worker safety, and improve quality of life.

*Today, each of Mesa's products and services play a role in ensuring the safety and efficacy of the products we use every day. No matter if it's the environment, products or people, Mesa is committed to Protecting the Vulnerable™.*

Founded in 1982, Mesa went public in 1984. After 10 years of more than 15% growth per year, the company now has revenue approaching \$100M and a market cap of approximately \$750M. Our growth is attributed to the 350+ dedicated employees who follow our customer-focused, lean-based value system, called *The Mesa Way!*. The Mesa Way! is based on four pillars that drive our work every day:

**Measure what Matters:** We take the customer's perspective, our "True North", both to measure what matters most to customers and to set absolute standards for performance. We manage to leading indicators, which drive us to proactively avoid problems.

**Empower Teams:** We move decision making as close to the customer as possible and provide the structure and real time communication forum to align the whole organization behind surpassing customer expectations.

**Steadily Improve:** We leverage a common and proven set of lean-based tools to prioritize our biggest opportunities, address those opportunities at root cause, and quickly implement change.

**Always Learn:** We ensure that improvements are sustained, enabling us to raise performance expectations and repeat the cycle of improvement. Equally, this cycle strengthens the Mesa team by providing endless learning opportunities for our employees and helps us to become an employer of choice in our communities.

**Position:** Digital Marketing Specialist II – Life Sciences Tools & Equipment

**Posting Expiration:**

**Location of Position:** Lakewood, CO  
**Reporting Relationship:** Vice President, Marketing  
**Job Classification:** Salary

**Supervisory Responsibilities:** No

**Scope of Position:** Mesa Labs is seeking an energetic and experienced Digital Marketing Specialist to expand our go-to-market strategy and tactics. If you live and breathe digital marketing, we want to talk to you! We are looking for a Digital Marketing Specialist to develop, implement, track and optimize our digital marketing campaigns across all digital channels across the Mesa Labs businesses in the pharmaceutical industry, hospital networks and academia.

**Essential Duties** Core duties and responsibilities include the following. Other duties may be assigned. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- **Website:** Optimizes SEO and coordinates content with Vertical Marketing Managers or Product Managers to ensure content is well optimized.
- **Search Engine Marketing:** Coordinating pay-per-click ads/Google Ads and onsite search, regularly reviewing and amending keywords and ad groups to optimize performance.
- **Account Based Marketing [ABM]:** Coordinates with Vertical Marketing Managers or Sales to optimize ABM programs and drive account penetration.
- **Social Media:** Plans and coordinates a schedule of activities/content for the company's LinkedIn, Twitter and YouTube channels to expand our social media audience base.
- **Marketing Automation:** Plans, executes, and measures experiments and conversion tests. Tracks campaigns and activities in HubSpot to drive engagement and conversion.
- **Analytics:** Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs). Identifies trends and insights and optimizes spend and performance based on the insights. Identifies critical conversion points and drop off points and optimizes user funnels.

- **Web-shop:** Plans and coordinates ecommerce campaigns to drive the company's consumables business.
- **Growth:** Brainstorms new and creative growth strategies through digital marketing. Explores new developments in the digital landscape to find ways to more effectively deliver the communication and business objectives.

**Professional Qualifications:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The optional categories listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience:

- Bachelor's degree in marketing or a related field and a background in science (biochemistry, microbiology) is preferred
- Proven working experience in digital marketing, particularly within the industry
- Demonstrable experience leading and managing SEO/SEM and display advertising campaigns
- Experience in optimizing landing pages and user funnels
- Experience with A/B and multivariate experiments
- Solid knowledge of website and marketing analytics tools (e.g., Google Analytics, SEMRush, etc.)
- Experience in setting up and optimizing PPC campaigns on all major search engines
- Working knowledge of HTML, CSS, and JavaScript development and constraints

**Physical Demands:** While performing the duties of this job, the employee is regularly required to stand or sit for extended periods of time. If reasonable, requests regarding ergonomic concerns will be considered. For individuals with disabilities,

accommodations may be made to perform the essential functions. Lifting is required every day.

**Work Environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This is a high volume, high energy manufacturing facility that works to meet manufacturing deadlines. An enthusiastic, positive attitude is highly encouraged and conducive to a productive successful atmosphere. Common sense judgments and problem solving is desirable. Must have the ability to handle repetitious and tedious job functions.

A typical office environment and biological laboratory environment comprise the bulk of the work environment for this position.

**Compensation:** Salary, general bonuses, and benefits will be offered commensurate with the successful candidate's experience and qualifications. Benefits include medical, dental, vision, life, accidental death and dismemberment, short term and long term disability, Paid Time Off, paid holidays, 401k retirement with company match.

Range: \$45,000 - \$53,000

**Contact:** Mack Lloyd | Mack.Lloyd@mesalabs.com | 919-535-4103

**How to Apply:** Please send your resume to [Mack.Lloyd@mesalabs.com](mailto:Mack.Lloyd@mesalabs.com)

***Mesa Labs is an Equal Employment Opportunity Employer.  
Mesa Labor prohibits unlawful discrimination and harassment against applicants or employees based on age, race, sex, color, religion, creed, national origin or ancestry, disability, military status, sexual orientation, or any other status protected by applicable state or local law.***

