

Protecting the Vulnerable™



POSITION SPECIFICATIONS

Field Marketing Manager – Life Science Tools Equipment
Date 13-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.

Field Marketing Manager – Life Science Tools Equipment

Position:

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 Marketing Manager to expand our go-to-market strategy and tactics for the Data Solutions portfolio in the hospital, medical devices and food and beverage segments. This position will report directly to the VP Marketing and work closely with the Product Manager and Sales Teams.

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.

- Create and execute the marketing plan with an optimized mix of channels and campaigns based on the overall company marketing strategy to drive revenue. Primarily focused on Data Solutions business.
- Provide insight-based marketing messages to and coordinate with Marcom for preparation of material supporting campaigns and events to drive demand generation.
- Develop and implement target account strategy to support account-based marketing & selling initiatives.
- Collaborate cross-functionally with sales and product management teams to develop marketing programs supporting business expansion.
- Work closely with the field sales team to understand the impact of marketing programs and optimize the mix.
- Develop and nurture relationships with customers to drive the development of case studies and other relevant content
- Gather and report Voice of Customer information to stakeholders. Focus on industry trends, competition and emerging trends.
- Participate in cross-functional product launch teams to achieve business and product development objectives for product life cycle management and new product initiatives.

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.

- 5+ years B2B marketing experience, marketing for a software company is an advantage
- Knowledge of software platforms (for continuous monitoring applications, preferred), IoT
- Proven experience in planning, prioritizing, and implementing campaign strategy, including writing content for collateral, web, email etc.
- B.Sc./B. Eng. or related field
- “Roll up your sleeves” attitude to get the job done with limited resources
- Excellent quantitative and analytical skills
- Exceptional writing skills to persuade the target audience
- Strong written, oral, interpersonal and presentation skills
- Highly organized and proficient at managing multiple projects concurrently
- Experience with HubSpot marketing automation tools
- ~30% travel required, international on occasion

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: \$100,000-\$120,000

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

How to Apply: Please send your resume to 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.***

