



## MARKETING SPECIALIST, ENVIRONMENTAL

**Location:** LI-COR Biosciences, 4647 Superior Street, Lincoln, Nebraska 68504

**Earliest Starting Date:** October 1, 2009

**Application Closing Date:** Open until Filled

**Position Summary:** This position assists with marketing activities which may include sales support, international marketing support, promotional activities, web review, market research, customer visits and cross departmental coordination in the creation of tools that support sales initiatives.

**Responsibilities:** The incumbent's responsibilities encompass Promotional Marketing, which includes participating in product and company branding activities that utilize web based promotional tools and assisting in developing deliverables for promotional efforts and sales campaigns; Marketing Activities, which include assisting Marketing Product Managers in the creation of marketing materials including the creation of product presentations in varied formats included PowerPoint presentations, web pages, and webinars, as well as assisting with electronic marketing activities related to google, wikipedia, and twitter; International Support, which is ensuring good communications in an effort to align domestic and international marketing activities with corporate goals and communicating with international representatives to ensure consistency in promotional messaging; Market Research, which is participating in the market research process in support of strategic plan, assisting with development and implementation of customer surveys and post sales inquiry strategy, and assisting with Voice Of the Customer project activities as assigned; and Market Assessment, which is the gathering and analyzing data on adjacent markets and competitors; analyzing and reporting on web based strategies that are utilized by the competition; and making recommendations for improving processes and implement new strategies for increasing web traffic.

**Required Qualifications:** The candidate must hold a B.S. or B.A.in biology, environmental sciences, life sciences, or related field. Business minor desirable but not necessary. Marketing experience and technical sales experience is desirable, but not necessary. The candidate needs to have experience with Personal Computers: basic experience with various operating systems (Windows, Macintosh), Microsoft Word, Excel and Power Point, SalesForce, SharePoint. The ideal candidate will be a team player; enjoys and works well with others in a team environment; has excellent written and oral communications skills and interpersonal skills, and the ability to prepare and give presentations in one-on-one settings, small groups and workshops. The candidate must be willing to take personal responsibility for tasks with a "get it done" mentality, be able to organize and prioritize work and to manage multiple detailed projects accurately. High ethics, integrity, honesty, and patience are of the utmost importance as are dependability, a positive attitude and good attendance. This position requires light travel (domestic and international).

**Employment Conditions:** Full-Time, Regular Employment status (12 months/year). Benefits include medical, dental, vision, life, long-term disability insurance plans as well as educational assistance and wellness programs, paid vacation and holidays, 401K and profit sharing plan, and flexible spending plan.

**For Additional Information:** See our website at <http://www.licor.com/corp/careers.jsp>. Applications can be submitted throughout the website portal (preferred), or alternatively may be emailed to [careers@licor.com](mailto:careers@licor.com) or faxed to (402) 467-0843.