

Blacksburg Location  
2001 Kraft Drive  
Blacksburg, VA 24060



Radford Location  
20 Corporate Drive  
Radford, VA 24141

## **Job Title: Marketing Specialist/Product Manager**

### **Company Overview**

**TECHLAB®**, Inc. was founded in 1989 by scientists from the Virginia Tech Anaerobe Lab, one of the only three institutions in the world dedicated to the study of anaerobic organisms. In the late 1970's and early 1980's, research headed by Dr. Tracy Wilkins began on *Clostridium difficile* and its toxins.

Today the company is poised for high growth through private equity funding and develops, manufactures and distributes intestinal diagnostics worldwide retaining an emphasis on science and collaborations with universities. Products are focused in the areas of intestinal inflammation, antibiotic associated diarrhea and parasitology. Research continues on markers of intestinal inflammation, the toxins of *Clostridium difficile*, amebiasis and vaccine development. TECHLAB®, Inc. has ISO 13485 certification, FDA registration, and USDA license. For more information, visit [www.techlab.com](http://www.techlab.com).

### **Job Summary**

The Marketing Specialist supports the TECHLAB Commercial Team. Through data analysis, the Marketing Specialist/Product Manager will enhance product management and marketing activities. This position reports to the Director of Marketing.

### **Work Activities**

- Manage product forecasts and make recommendations on necessary adjustments through data analysis and interactions with sales, customer service, and production
- Product management
  - Pricing strategies
  - Promotions
  - Issues/shortages
  - Kit optimizations
  - Manage labeling updates and translation requests
  - Maintain product registration list by country
  - Identify gaps in collateral
- New opportunity discovery including identifying new grants, cooperating with pharmaceutical companies, and collaborating with educational and research institutions
- Create customer target lists
- Through data analytics, determine the most effective strategies for customer outreach
- Continually monitor and adjust digital assets including ads, emails, websites, video content, social media, webinars, and online surveys
- Work with third-party vendors to facilitate marketing campaigns
- Prepare proficiency survey reports
- Prepare and manage contractor paperwork including fair market value and Sunshine Act requirements
- Obtain purchase orders and communicate effectively with finance

### **Tools and Equipment Used**

- Microsoft Office Suite

- Familiarity with Google Analytics and Salesforce.com is preferred
- Knowledge of basic graphic design or scientific background and demonstrated analytical ability is preferred

**Job Context**

When on site, TECHLAB maintains a climate controlled environment for the job of Marketing Specialist. The Marketing Specialist position will be remote. A typical workweek is Monday through Friday, however, the workweek may fluctuate based on the needs of the clients, partners, and tasks. Overtime is occasionally necessary with or without advance notice. The Marketing Specialist/Product Manager may be required to travel to TECHLAB offices or to external suppliers and vendors as needed.

**Minimum Qualifications**

Bachelor's degree