

## JOB DESCRIPTION

<b>Title:</b>	Marketing Associate
<b>Department:</b>	Business Development
<b>Reports to:</b>	President, Phyton Ltd.
<b>Status:</b>	1 year Contract
<b>Location:</b>	3909 Hulen Street, Fort Worth, TX 76107
<b>Prepared by:</b>	C. Marr
<b>Prepared date:</b>	August 2024

### Summary:

Reporting to the President and working in consultation with senior management in Canada, Germany and the United States, the Marketing Associate is responsible for the development and execution of the corporate marketing plan. As the primary resource for communication to the public, the industry and potential customers and partners, the Marketing Associate works closely with management towards the active marketing of the company and the development of the corporate identity, utilizing all forms of international public media inclusive of the press, social media and the company website.

### Primary Responsibilities:

- Development of the company marketing plan encompassing all aspects of company's pharmaceutical ingredient and contract biomanufacturing businesses.
- Revise and continuously improve current marketing strategies to enhance industry awareness of the company, and its capabilities, products and services
- Broad communication of company products, capabilities, services and activities through press releases and a proactive program of social media communications.
- Conduct market research and competitive analysis to assist in allocation of resources for marketing and business development activities.
- Develop and improve the corporate website and manage contract services for website design and management.
- Prepare presentations and promotional materials utilized by business development and scientific staff for communication with partners, investors, customers and at conferences.
- Update website with new press material and current information.
- Engage and manage external assets for public relations and market research.
- Work with external public relations company to support marketing and media communications

### Required Experience, Skills, & Abilities:

- Bachelor level degree in Marketing.
- At least 5 years of experience ideally in a biotechnology or pharmaceutical company.
- Demonstrated experience in market research.

- Exceptional writing skills within a technology-oriented environment.
- High level of competency in utilizing social media for commercial purposes.
- Excellent team coordination skills.
- Travel may be required to interact with senior management.
- Ability to work a flexible schedule depending on time zones.
- High level of competency with Microsoft 365.