

# Growth Marketing Specialist

## Hi there!

We're looking for a flexible and versatile marketer who will be responsible for implementing our brands' marketing strategy, focusing on growing their presence in the toxicology, proteomics and genetics industries, and connecting with prospects, customers and key opinion leaders to increase Kura's scientific footprint around the world.

## Location

Puerto Varas, Chile

### Responsibilities

- Collaborate with a cross functional team (Product Specialists and Sales) to establish growth strategies to support Kura's revenue goals.
- Create, manage and experiment with new user acquisition campaigns.
- Lead Kura's inbound marketing agency relationship by developing and implementing strategies to increase lead generation.
- Collaborate with our distributors commercial strategy to grow outside North America and develop marketing initiatives that support their lead generation and revenue goals.
- Lead Kura's brands participation in conferences and events and collaborating closely with our sales team to maximize our impact in them.
- Lead the optimization, integration and use of our current CRM tool with Hubspot CRM.
- Keeping control of our scientific marketing yearly budget.

### Requirements

- Ingeniería Comercial, Ingeniero Civil Industrial or related careers with relevant experience.
- Proved experience leading Digital Marketing campaigns.
- Full professional proficiency in English.
- Deep knowledge of Hubspot Marketing Platform is a strong plus.

### Essential Skills

- Teamwork, collaboration and entrepreneurial mindset.
- Excellent written and verbal communication skills.
- Ability to work in a fast-paced environment.
- Multi-tasking and time-management skills, with the ability to prioritize tasks.
- Numerically literate, comfortable working with numbers.
- Good taste, a sense of aesthetics and a love for great copy and witty communication.
- Up-to-date with the latest trends and best practices in online marketing and measurement.

## ABOUT KURA BIOTECH

We are the world leading biotech company in the development of enzymes for toxicology, and we are expanding into providing enzymatic tools for proteomic and genetic applications. Since 2020 we've also been developing COVID testing kits, becoming the first Chilean-made certified PCR and RTLAMP testing kits for diagnosis.

If you feel identified  
by this description,  
go ahead and  
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