The Sean N. Parker Center for Allergy and Asthma Research at Stanford University is seeking a Lead Marketing Specialist to participate in the development and implementation of marketing initiatives, enabling programs, services, and events to meet business objectives. The Lead Marketing Specialist will work to develop marketing strategies, advertising campaigns, and community engagement plans to support recruitment of participants into a research studies. Recruitment will span multiple therapeutic areas (Allergies, Asthma, eczema, eoe and other immunology disorders).

The Sean N. Parker Center for Allergy and Asthma Research at Stanford University is the first center of its kind, aiming to not only to find better treatments for children and adults with allergies and asthma, but to discover underlying immune mechanisms against the diseases and develop a lasting cure. The Sean N. Parker Center for Allergy and Asthma Research at Stanford University leads or participates in many clinical trials to develop new therapies for allergic disorders. For more info on our center or clinical trials please visit us at med.stanford.edu/allergyandasthma.

Duties include:

- Recommend and execute marketing strategies to meet business objectives.
- Manage marketing plans/programs to meet business objectives, including collaboration with internal stakeholders and vendor partners.
- Create and execute media campaigns
- Implement integrated marketing communications and brand strategy, across a variety of channels (i.e., digital and print).
- Oversee design and production of marketing materials from inception to deployment.
- Conduct market research, including competitive benchmarking, and analyze campaign/program/service/event effectiveness used to inform decisions regarding strategic marketing direction, product segmentation and customer targeting.
- Assess market opportunities and track market trends. Recommend marketing improvements based on findings.
- Plan and execute events to support marketing objectives.
• Manage vendors/consultants on specific projects.
• Manage project/program budget(s) and coordinate invoice processing.
• May oversee interns and other contingent staff; provide staff training.

* - Other duties may also be assigned

**DESIRED QUALIFICATIONS:**
• Bachelor degree in communications, journalism, or marketing
• Experience in hospital, biotech or healthcare marketing
• Experience with social media and digital marketing
• Analytical thinking skills and proficiency working with data to evolve marketing strategy over time
• Strong understanding of social media etiquette and best practices
• Knowledge of strategic marketing and social media practices
• Experience managing budgets
• Strong writing and editing skills

**EDUCATION & EXPERIENCE (REQUIRED):**

• Bachelor's degree and five years of relevant experience; or a combination of education and relevant experience.

**KNOWLEDGE, SKILLS AND ABILITIES (REQUIRED):**

• Previous experience in product, program and/or services marketing.
• Ability to drive cross-functional groups toward a common goal.
• Experience with project management and the ability to manage multiple projects simultaneously.
• Understands how to implement integrated marketing programs across channels including digital and print.
• Experience with market research and data analysis.
• Demonstrated problem solver.
• Excellent written and oral communication and presentation skills.

**PHYSICAL REQUIREMENTS*:**
• Constantly perform desk-based computer tasks.
• Frequently stand/walk, sit, use a telephone, grasp lightly/fine manipulation, speaking.
• Occasionally grasp forcefully, writing by hand.
• Rarely sort/file paperwork.

* - Consistent with its obligations under the law, the University will provide reasonable accommodation to any employee with a disability who requires accommodation to perform the essential functions of his or her job.

**WORKING CONDITIONS:**

• Occasional work on evenings and weekends.

**WORK STANDARDS:**

• Interpersonal Skills: Demonstrates the ability to work well with Stanford colleagues and clients and with external organizations.
• Promote Culture of Safety: Demonstrates commitment to personal responsibility and value for safety; communicates safety concerns; uses and promotes safe behaviors based on training and lessons learned.
• Subject to and expected to comply with all applicable University policies and procedures, including but not limited to the personnel policies and other policies found in the University's Administrative Guide, http://adminguide.stanford.edu.

Job Family: Marketing
Job Series: Marketing Specialist
Job Code: 4893
Grade: I
Exemption: Exempt
Schedule: Full-time