



Marketing Manager

Bio-economy Skills At-a-Glance



Building skills for Canada's bio-economy

About BioTalent Canada™

Helping Canada's Bio-economy thrive globally

Canada is a world leader in biotechnology—the application of living organisms to industrial, agricultural, medical and other processes and products. To maintain and build on this leadership, the sector needs highly skilled, job-ready people.

By acting as a national hub and central resource for employers, job seekers, students, educators and government agencies, BioTalent Canada helps make this happen.



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About the Bio-economy

The bio-economy involves the research, development, manufacturing and commercialization of technologies and products for such areas as:

- Agriculture
- Aquaculture
- Bioenergy
- Bioinformatics
- Bioproducts
- Biosciences
- Environment
- Food Processing
- Forestry
- Genomics
- Human and Animal Health
- Industrial
- Life Sciences
- Medical Devices
- Natural Resources
- Nanotechnology
- Nutraceuticals
- Pharmaceuticals

Components of the Bio-economy Skills At-a-Glance

The *Bio-economy Skills At-a-Glance* are built around *Key Competencies*. They are not complete *Bio-economy Skills Profiles*. They capture the key hard and soft skills required to successfully function in this position. Those key competencies require specific tasks be accomplished in order to attain the desired outcome. More often than not, those key activities are functional in nature and require the application of specific knowledge acquired by education, training or practical experience. In bio-economy companies, those functional competencies may be very broad and diversified, encompassing both scientific and business expertise. Some may refer to functional competencies as hard skills of the position.

The *Bio-economy Skills At-a-Glance* have been developed through secondary research and have NOT been validated by industry. As a result, industry feedback will be greatly appreciated. Please send any feedback to portfolios@biotalent.ca.

The *Bio-economy Skills-At-a-Glance* are useful for such activities as recruiting, professional development, coaching, self-assessment, and many other purposes.

Occupational Description

A Marketing Manager is responsible for developing and maintaining marketing strategies to increase a company’s market share, revenues and meet commercial objectives. They are involved in developing marketing campaigns that promote a product, technology, service or idea.

Potential Professional Background and Education/Bio-economy or Relevant Experience

Education/Certification

- A bachelor's or master's degree in business administration with an emphasis on marketing, journalism, or communications.
- In highly technical sub-sectors such as life sciences, bioinformatics, bioenergy, a bachelor's degree in engineering or science, combined with a master's degree in business administration, is preferred.

Professional Experience

- 5 to 10 years experience in marketing and sales.
- May require international experience or an understanding of world markets.

Competencies and Tasks

A Marketing Manager must be able to:

A. Manage organization’s marketing strategy

TASKS
1. Analyse the effectiveness of all marketing efforts
2. Conduct research on the company’s market, customer needs, and commercial opportunities
3. Develop and obtain approval for organization’s marketing strategy
4. Develop annual marketing plan and metrics
5. Collaborate with the company’s other departments to ensure an integrated marketing plan, especially the regulatory affairs department
6. Monitor implementation of marketing plan
7. Manage the marketing budget
8. Develop, manage, and launch campaigns for new products and/or services

B. Participate in the development of distribution and pricing strategies

TASKS
1. Review market data, competitor pricing, company's production costs and revenue goals
2. Participate in the development of pricing strategy, revenue projections, and target market share
3. Develop tools to monitor customer satisfaction, review data and recommend improvements
4. Identify and develop most appropriate distribution channels
5. Negotiate agreements with distributors, as required

C. Monitor trends for potential opportunities

TASKS
1. Conduct market research to identify trends, opportunities and potential market and revenue for new products, technology or services
2. Work with R&D and product development teams to develop new products, technology, or services
3. Implement marketing plan alterations as needed
4. Develop new communication channels
5. Keep abreast of current knowledge of communication technologies and trends

D. Direct all marketing, advertising and promotional activities

TASKS
1. Ensure effective branding of marketing communications including the company website, print communications, advertisements and social media
2. Develop promotional and marketing materials
3. Manage advertising, promotional activities and public relations
4. Participate in and present at relevant conferences, trade-shows to ensure organization's visibility
5. Negotiate with advertising agencies, designers, writers, media, and other suppliers

I. Demonstrate personal competencies

TASKS
1. Lead with confidence
2. Demonstrate teamwork
3. Exhibit sensitivity to cultural and social diversity
4. Be customer service focused
5. Work in a fast-paced environment
6. Follow company's policies and procedures
7. Demonstrate time management skills
8. Manage stress
9. Be a quick learner
10. Communicate effectively and clearly
11. Demonstrate professional attributes
12. Continuously update skills

Strong Board of Directors

The Board of Directors is composed of experts in the field of HR, CEOs, CFOs and CSOs from across Canada with extensive financial and industry experience representing companies and organizations in Canada's bio-economy. BioTalent Canada is not a membership organization and therefore relies on the guidance provided by its dedicated volunteer Board of Directors.

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