bioMASON Inc.
May 2020

Posting
Job: Sales and Marketing Analyst
Location: Research Triangle Park, NC
Start Date: TBD

bioMASON is a unique biotechnology start-up manufacturing company with a natural process that will significantly revolutionize the building and construction industry. bioMASON employs microorganisms and chemical processes to manufacture biological cement-based building materials in ambient temperatures.

Concrete is the second most consumed substance on earth following water. The production of cement accounts for over 8% of global CO2 emissions. bioMASON is driven by scaled proof that there is a better way to reduce these emissions.

bioMASON's products include proprietary manufacturing processes and materials. bioMASON's products make it possible to manufacture in ambient temperatures using locally available materials, without using fuel or heat sources. bioMASON enables savings in energy costs and zero carbon emissions.

bioMASON offers the opportunity to manufacture biological cement materials with a revolutionary process that does not use fossil fuels. Instead, products are grown in less than 72 hours using natural biocement® as a binder for aggregates. Aggregate materials are waste and locally sourced. Biocement Products enable manufacturing to take place in ambient temperatures, using existing concrete equipment. bioMASON made products with biocements are tested in ASTM standard labs for strength and durability and exhibit higher performance.

bioMASON is distinguished by its unique technology, manufacturing costs, the use of local materials, greater environmental responsibility, customizable manufacturing process, and relatively low capital requirements.

The first commercially available product is bioLITH® Tile. The company competes in the marketplace through direct manufacturing and contracts.

bioMASON is privately held and headquartered in Research Triangle Park, North Carolina. For additional information, please go to the company’s website at www.biomason.com.

bioMASON is seeking a Sales and Marketing Analyst. The ideal candidate is comfortable in dealing with high volume and fast paced tasks -- you will earn your stripes with this position! The position will work closely with the Director of Sales and Marketing. The primary responsibility of this role is to assist in the execution and optimization of targeted sales and marketing campaigns across all channel strategies through thorough task related research and reports, as well as managing the CRM system to ensure proper data integrity.

Minimum Qualifications:

- Bachelor’s Degree in Business, Communications, Sales or Marketing.
- 1-3 years’ experience in a related field.
Responsibilities, Tasks and Outcomes:

Sales (65%)

- Handle inside sales and CRM management in order to maintain data entry integrity and a polished CRM database.
- Assist Director of Sales and Marketing with preparation for sales meetings and presentations
- Constantly work towards automation and scale, yet have the ability to initially manually execute tasks until full automation is in place.
- Prepare reports as requested that provide insights to sales and marketing efforts
- Populate weekly sales reports in analytics spreadsheet

Marketing (35%)

- Research, gather data, and prepare presentations on new and existing marketing efforts
- Own the top of funnel analysis of bioMASON’s marketing efforts and the impact on sales pipeline, bookings, revenue, and customer lifetime value. You will use analytics to drive Marketing strategy and business decisions and recommendations.
- Assist graphic designer with marketing related tasks as needed
- Review competitive market data across marketing channels to influence future project work.

Requirements

- Self-starter, self-motivated and disciplined
- Strong and savvy technical skills primarily with spreadsheets and general working knowledge of CRM applications used in a sales environment, lead management, and opportunity management
- Requires understanding of each channel strategy and an evolving knowledge of channels consumers interface with regularly.
- Strong written presentation and communication skills
- Excellent time management and organizational skills
- Comfortable working in an agile and fast paced environment with an autonomous and decisive work ethic

The Candidate Must Be:

- Highly organized and possess excellent attention to detail
- Creative, flexible, proactive, punctual, persistent
- A team player
- Able to self-manage
- Comfortable with a demanding, fast-paced work environment
- An excellent communicator.

All bioMASON Employees should:

- Consistently demonstrate honesty and integrity through personal example.
- Follow all safety policies and proactively engage in safety initiatives.
- Produce high quality work with a focus on first time right.
- Exhibit a passion and aptitude for learning with an analytical mindset.

Must have reliable transportation to the RTP/ Raleigh area.

Please send your resume and fully completed application to jobs@biomason.com with the heading “Sales and Marketing Analyst”.
The bioMASON Career application may be found on bioMASON's website, under the “Career” tab

bioMASON Inc. takes affirmative actions as an equal opportunity employer to attract, promote, and retain the most fully qualified candidates without regard to race, creed, religion, color, citizenship status, national origin, sex, age, sexual orientation, predisposing genetic characteristics, genetic information, marital status, status as a domestic violence victim, arrest record, disability, military status, disabled veteran, recently separated veteran, Armed Forces Service Medal veteran, other protected veteran or other characteristic as protected by law.

EOE M/F/D/V