



**Job Title:** Marketing Director

**Job Description:**

Lab Alley currently is seeking a full-time Marketing Director to join our fast growing Science e-commerce company in Austin, Texas. This is an awesome full time career opportunity that will evolve in growth in responsibility and compensation. You will be the leader in the marketing department. You will be working closely with the CEO and other team members to develop a marketing strategy, brand architecture, systems, and execute the tactical plan that is focused on generating website traffic, increasing customer acquisition, adding company value, and significantly elevating the brand and profile of the company. To be successful in this role, you should be incredibly smart, very thorough understanding of marketing best practices, very experienced in marketing and branding, tech savvy, well-organized, deadline-oriented, have great time management skills, be able to act with little guidance, and a doer.

Bottom line is we need a very smart marketing executive that has experience with marketing and branding and is looking to be a leader of their own group. If you have the experience, can operate in a very fast paced environment, willing to learn and work hard, this position can be a growth opportunity of a lifetime! Join one of the fastest growing companies in Austin Texas!

**We need this person to be strategic and tactical in marketing to support the financial goals of the business plan!**

**We are looking for someone that is a current marketing and branding leader and is looking to lead their own department!**

**We need this person to have a very thorough understanding of marketing best practices, what marketing plan is going to work best, prioritize, and deliver the best return on investment!**

**We need a grinder that is going to roll their sleeves up and work hard!**

**Ideal person is a 2<sup>nd</sup> in command in a very successful marketing department and culture and looking to be a leader of their own marketing department.**

Located in the heart of the Austin, Texas, Lab Alley was established with the express goal of offering a cohesive buying experience for laboratories throughout the country and around the world. Our extensive chemical product line and diverse branding are uniquely fitted to meet the needs of our customers.

For more information about our company please visit our website at <http://www.laballey.com>.

**Results - This person will be accountable to produce the following result:**

- Support the financial goals of the respective business plan.
- Develop a marketing strategy, brand architecture, systems, and execute the tactical plan that is focused on generating website traffic, increasing customer acquisition, adding company value, and significantly elevating the brand and profile of the company. All for the best return on investment possible!
- Elevating the brand and profile of the company in the USA. We have a great story that America needs to hear!
- Have a very thorough understanding of marketing best practices customized to the company and industry - what is going to work best, prioritize, and deliver the best return on investment!
- Brand Architecture. Create, build, and define - who, what, where, why, when, how. Have answers to drive our business plan and model:
  - Who - Who to Market To?
  - What - What to Market To?
  - Where - Where to Market To?
  - Why - Why to Market?
  - When - When to Market?
  - How - How to Market?

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[www.laballey.com](http://www.laballey.com)

22111 Highway 71 West, Suite 601, Spicewood, Texas 78669

### **Specific - Job Duties and Responsibilities:**

- Marketing Strategy, Brand Architecture, and Execution. Develop the marketing strategy, brand architecture, and execute the tactical plan that is focused on generating website traffic, increasing customer acquisition, adding company value, and significantly elevating the brand and profile of the company.
- Manage Marketing Department for Optimal Success. Manage the entire marketing department which includes in-house and outsource resources, vendors, and partners to achieve the results statement. Additionally, collaborate with CEO, and other departments to work together successfully and achieve the results statement.
- New Product and Market Identification. Alert CEO and management on potential new products and markets that present opportunities for the company based on analytics.
- Comprehensive Understanding of Marketing Best Practices and Execution Customized to our Company and Industry (Execute Marketing without Anyone). A comprehensive understanding of the marketing best practices and ability to execute the marketing plan and programs without any resources. Need to do jump in full force and execute any part of the marketing plan and program on your own as company builds out the department.
  - Analytics. Develop strategy and figure out how to use analytics to achieve the results statement.
  - Industry Groups and Media Engagement. Identify and engage with industry groups and media to elevate the brand and profile of the company.
  - UX and UI Design. Develop strategy and execute UX (User Experience Design) and UI (User Interface Design) with Designer and Programmer that will be the best user experience within the industry for customers.
  - Design/Creative. Design engaging and compelling creatives for use in branding and marketing campaigns.
  - Content. Develop ideas and write content for products, categories, press releases, articles, industry, application, and other content for the website.
  - Search Engine Optimization (SEO). Conduct keyword research and optimize website.
  - E-Mail Campaigns. Develop strategy and design and execute e-mail campaigns.
  - Ad Campaigns and Pay Per Click. Develop strategy and manage and execute ad campaigns and pay per click.
  - Social Media. Develop strategy and execute any part of the Social Media plan (Ideas on content, actual posting of content, etc.).
  - Advertising. Develop strategy and design and execute advertising.
  - Product Management. Identify, launch, and market new products or markets. Take the lead and work collaboratively with other team members and resources to be successful in this area.
  - Channel Marketing Management. Develop strategy and execute channel marketing management with future channels like Facebook, Amazon, and others. Take the lead and work collaboratively with other team members and resources to be successful in this area.
- Marketing from A-Z. Responsible for entire marketing department from A-Z. Also, collaborate with operations, accounting, sales and customer service teams to successfully achieve the results statement.
- Work with Internal and External Teams and Resources. Work with both internal teams (CEO, management, etc.) and external resources (third-party consultants and contractors, etc.) to achieve the results statement.

### **Job Qualifications:**

- Marketing experience. At least 2 years experience required.
- Marketing leader. Looking for a marketing leader that wants to run his/her own show.
- Resilient. Someone that is not going to shy away from growth or getting things done, but is challenged!
- Strong work ethic and commitment. Company is growing rapidly so you will be working the entire time while you're here.
- Self starter. Someone that is not waiting for stuff to do rather proactively looking for ways to improve company.
- Growth mindset. Company is growing rapidly and is still fairly young so there are many growth opportunities within company. Ground floor opportunity to be involved with something big here in Austin!
- Ability to work in a very fast paced environment without supervision.
- Tech savvy.
- Very experienced with operating a personal computer.
- Very experienced with Internet (Web and email) and Google Gsuite apps (Word, Sheets, Calendar, Drive, etc.).
- Solid organizational skills.
- Excellent time management skills.
- Excellent phone, email and instant messaging communication skills.
- Data entry skills, organization, and multi-tasking are required.
- Full-time hours: 40 hours per week. Hours are worked during the business week.
- Work in office. This is not a virtual position. Person must come into the office each day.
- Work schedule: Monday to Friday 8am-5pm or 9am-6pm.

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**Requirements:**

- Marketing: At least 2 years experience required

**Pay: Negotiable**

To apply for this awesome position, please contact Fred Elabed via e-mail at [fred@laballey.com](mailto:fred@laballey.com).

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