

**Title:** Marketing Manager

**Reporting:** CEO

**Candidate:** You are passionate about the company's mission: *Deploy DNA sequencing to maximize reservoir economics*. You are a self-starter with an inextinguishable fire to compete and succeed. You thrive in an environment that requires crisp judgment, pragmatic decision-making, rapid course-corrections, and comfort with market ambiguity. You discharge your duties within a culture of mutual team respect, high performance, humility, and humor.

**Goals for the next 12 months:**

1. Develop and implement strategic marketing plan for pioneering Subsurface DNA Diagnostics™ in the oil and gas industry, including product positioning, pricing, and messaging.
2. Drive commercial activities for new product introductions including market opportunity assessment, competitive assessments, and sustainable differentiation.
3. Serve as the company expert in competitive technologies and identification of unmet market needs.
4. Lead efforts with outsourced creative staff in the development of marketing communications including metrics for customer awareness, acquisition and retention, digital marketing implementation, and public media interactions.
5. Define product branding and naming standards for offerings in unconventional and conventional applications.
6. Lead and execute strategic marketing projects that arise in the achievement of the company Corporate goals
7. Serve as an example for the company values and behaviors as articulated in the Team Operating Agreement

**Location:** This position is based in the sales office in Houston, Texas and requires up to 25% travel.

**Compensation:** Competitive base salary, bonus, stock options, and a benefits package including paid vacation, medical coverage, and telecommuting options.

**Skills breakdown:**

- Market strategy : 25%
- Market research: 25%
- Project management: 25%
- Marketing communications: 25%
- 

**Potential background:**

- Track record of developing and implementing market strategies in the oil and gas industry.
- 10-15 years of experience in marketing, consulting, or corporate strategy and/or a top-tier MBA with advanced analytical skills
- Domain expertise in oilfield subsurface diagnostics preferred