



Position: Marketing Event Planner

Top of funnel lead generation is the fuel to drive Nanome's growth. We are searching for a candidate who is extremely organized, deals well with multiple moving pieces, and is data driven on measuring marketing success to help us drive Nanome's growth in the biotech and pharmaceutical industry. The candidate would spend the majority of the time managing our 5+ virtual and in person conferences every month, work closely with the sales and application science team to put together timely content, and amplify efforts around all our investments. This person should have an attitude of "supporting sales" to do their job but also know how to project manage and get sales to submit reports in a timely manner.

Responsibilities include:

For all events:

- Track ROI for each event and make suggestions for future investment
- Maintain and update website to promote existing and past events
- Utilize social media channels to amplify event success

Conference Planning and Coordination:

- Lead conference information gathering and vetting to determine if it's worth our effort
- Coordinate all conference logistics, both virtual (e.g. booth, collateral, logins, etc) and in-person (booth, wifi, logistics, shipping, swag, etc)
- Track attendee and speaker lists prior to and after the event to coordinate with inside sales
- Create and re-purpose collateral to best feature Nanome at each event (posters, videos, flyers, white papers, etc)
- Coordinate with conference organizers for special VR features / opportunities
- Coordinate with partners for additional coverage / traffic
- Assess and analyze customer needs and respond to customer enquiries

Monthly Webinars

- Plan out webinar calendar and guest lists at least 2 months in advance
- Coordinate all webinar logistics (speaker information, landing page creation, collateral for promotion, thank you presents, tech check, recording, zoom platform, etc)
- Track attendee lists after the event to coordinate with inside sales for follow-up

Bi-Annual User Group Meetings

- Plan out UGM agenda, platform, invitations, swag

Other Events: we're always looking for effective ideas and welcome your input

Requirements:

- 2+ years of event management (both virtual and in person), particular in professional trade show context
- Strong familiarity with Hubspot marketing tools and CRM, excel, zoom, hopin (or other event platforms), linkedin, social media
- Willingness & ability to travel (currently <10% but in future could increase with more in person events)
- Comfort with managing many logistics from in person booths (e.g. wifi, power, carpet, etc)
- Simple design skills for collateral / business cards
- Comfort with scientific topics

Strongly Recommend:

- Experience in a biotechnology, pharmaceutical, or enterprise software sales environment
- Bachelor degree in Chemistry, Biology, Physics or related field

About Nanome:

Our virtual reality software for molecular modeling and simulation that allows users to manipulate molecular structures with their hands and collaborate with anyone in the world. We claim >50% of top pharma companies as customers, as well as biotechs, graduate-level research labs, and entry-level chemistry classes.

We are an early stage, revenue-generating, VC backed startup that spun out from UC San Diego.

Location: San Diego Innovation Center (The Pyramid in Miramar)

7310 Miramar Rd Suite #410, San Diego, CA 92126

Commitment: Full time (Local or Remote)