



Marketing & Promotion Specialist

Vescent is searching for a marketing professional to help aggressively promote our brand and scientific products.

Duties:

The successful candidate will execute strategies to maintain and grow our stature in and share of our market space. Vescent and our products enjoy a strongly positive reputation among our customer base, but our competition is fierce and customer loyalty is a fragile prize. The new team member will be an expert marketer who will increase our brand awareness and product desirability within our select customer base of physicists, electrical & mechanical engineers, and physical chemists.

Success will be obtained via effective use of the following channels & beyond:

- Website
- Social Media
- Marketing Collateral
 - Data sheets
 - Advertising
 - Graphics
 - Product Photography
 - How-to videos
- Press Releases
- Trade Shows

This position may require travel (≤10%).

Required Qualifications:

The successful candidate will have expertise in

- Social media messaging
- International trade show coordination
- SEO and adword optimization
- Website design, editing, & maintenance, especially Magento
- Graphic design as it pertains to product brochures, ad development, and branded materials
 - Illustrator, Photoshop, InDesign or similar
- Copy writing
- Tracking and analyzing the success of the various marketing efforts

This position will be filled with a gregarious self-starter and excellent communicator, who can work well alone and in a team.

Vescent
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Desirable Additional Skills:

- Knowledge of optical physics or other scientific background
- Photography and/or videography

About the Vescent Ecosystem:

Vescent is a leading designer and manufacturer of precision lasers, frequency combs, and control electronics for use in atom cooling, quantum sensing, and other optical physics applications. We pride ourselves in a positive, highly motivated, supportive, and productive work environment. Located in Golden, CO, Vescent offers an excellent opportunity for career growth in technical marketing as well as access to the urban culture and outdoor recreation of Denver, Boulder, and the Rocky Mountains. As we are situated within the world-renowned educational and research nexus of the University of Colorado, NIST, JILA, NCAR, and the School of Mines, employment at Vescent means you will be living in a highly desirable area. Benefits of employment at Vescent include PTO, health/dental insurance, and participation in the company 401k retirement and phantom stock plans.

Please send your resume and a cover letter to jobs@vescent.com. Your cover letter should express how your skills, qualifications, and interests make you a superlative candidate for the position. Applications without a resume and cover letter will not be considered.

Vescent is an equal opportunity employer.