



Summer 2020

## Bio-Techne Denver

Position Title: Marketing/Digital/Data Science Intern  
Address: 10730 East Briarwood Avenue  
Building IV  
City: Centennial, CO 80112  
State: CO  
Zip: 80112  
Paid Position: Yes  
Deadline to Apply: February 28, 2020

### Overview

Novus Biologicals is part of Bio-Techne corporation, a family of brands servicing laboratory research, translational research and diagnostic manufacturing. Novus Biologicals main focus is on laboratory research antibodies with a mission to accelerate scientific discovery by developing and marketing unique products in the forefront of science. Novus Biologicals seeks driven individuals who are willing to fully contribute their skills and experiences.

### Describe the value of the proposed Internship to the Agency/Firm

We are seeking an enthusiastic individual to join the Novus team! We are looking for someone who will voice their opinion to help improve business practices and has an analytical mind.

### Describe the value of the proposed Internship to the Intern

Interns will learn more about the life science community with participation in a variety of projects. Interns will contribute ideas to help improve products, practices and strategies and gain knowledge of marketing products and utilizing various analytical tools.

### Job Description

Essential duties and responsibilities (*position will focus on a subset of the following depending on the experience/expertise of the candidate*):

- **Digital marketing:** Analyze integrated marketing campaigns, review of website statistics through Google Analytics, analyze paid search campaigns in Google to maximize return on investment (ROI), and conduct competitive analysis for Search Engine Optimization (SEO) for products and content.
- **Product mix analysis:** Analyze current product mix and look for opportunities of growth. Develop marketing plan and strategy to maximize growth



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- **Market analysis:** Evaluate market research reports, sales and marketing collateral.
- **Product price point evaluation:** Analyze product pricing and competitive landscape for current and new products lines.
- **Marketing plan:** Brainstorm new ideas, implement campaigns and monitor/evaluate campaign effectiveness for advertising, brochures, flyers, direct mail, email promotions, trade show promotion, product inserts, website.
- **Competitor analysis:** Evaluate current competitive landscape and create a high-level SWOT analysis as well as develop marketing plans from this analysis.
- **Analytical modeling:** Gather data (data mining and cleansing), build analytical models, test and validate models, perform fact-based quantitative analysis, interpret the models in business terms and communicate findings to business leaders.

### Management Goals

There will be a weekly informal session to discuss new projects and status of current projects with the Director of Marketing and/or Director of Digital Marketing. There will be a more formal bi-weekly discussion to review projects and goals. Dress code is casual with potential requirements for more formal business attire on occasion.

### Special Job Requirements

Skills required/desired:

- Excellent attention to detail, time management, process management and organizational skills.
- Excellent written and verbal communication skills including ability to present oral presentation to small or large audiences.
- Strong interpersonal interaction skills. Not afraid to ask questions.
- Capability to effectively coordinate efforts and input from various internal functional groups.
- Ability to perform a wide variety of tasks and multi-task efficiently.
- Professional demeanor.
- Self-directed and creative.
- Background in science related classes is helpful but not required.
- Background in Marketing or Digital Marketing related classes is helpful but not required.
- Background in Data Science, modeling software, and programming languages is helpful but not required.



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Business hours are 8:30 – 4:30, M-F. <http://www.novusbio.com>

Negotiable and flexible to a degree. The office is located about 1-2 miles from a Light Rail station so a car is helpful, but not a necessity.

Previous Novus CLIMB Interns are happy to share insight into their summer intern experience:

Summer 2012 Joel Feier [joel.feier@gmail.com](mailto:joel.feier@gmail.com)

Summer 2013 Jess Davis [jddavis@middlebury.edu](mailto:jddavis@middlebury.edu)

Summer 2014 Joanne Wu [jwu@middlebury.edu](mailto:jwu@middlebury.edu) & Sophia Chen [sophia.chen@yale.edu](mailto:sophia.chen@yale.edu)

Summer 2015 Julia Rossen [jrossen@middlebury.edu](mailto:jrossen@middlebury.edu)

Summer 2016 Brodie Miller [brodiem@middlebury.edu](mailto:brodiem@middlebury.edu) & Ben Wang [benjamin.wang@yale.edu](mailto:benjamin.wang@yale.edu)

Summer 2017 Brian Oh [soh@wesleyan.edu](mailto:soh@wesleyan.edu) and Kiki Peters [katherine.peters@yale.edu](mailto:katherine.peters@yale.edu)

Summer 2018 Emily Robinson [ehrobinson@middlebury.edu](mailto:ehrobinson@middlebury.edu) & Olivia Simmons

[olivia\\_simmons@brown.edu](mailto:olivia_simmons@brown.edu)

Summer 2019 Ellie Gabriel [ellie.gabriel@yale.edu](mailto:ellie.gabriel@yale.edu) & Gillian Page [gillian.page@yale.edu](mailto:gillian.page@yale.edu)

### **Important:**

Despite the deadlines posted here, applications are reviewed on rolling basis and hiring can occur once the right candidate is found, so apply as soon as you know you want to pursue this opportunity. Cover letter and resume should be uploaded and submitted through your school's career portal.

Please address cover letter to:

Ms. Darcey Miller  
c/o Bio-Techne Denver  
10730 East Briarwood Avenue  
Building IV  
Centennial, CO 80112