

About Vector Laboratories

Vector Laboratories is seeking a talented and highly motivated individual to join our growing team. As an organization known for its culture of service, reliable products and unmatched technical expertise, our employees are passionate about the impact and quality of their work. The opportunities we provide to work collaboratively and build trusting relationships in a team-oriented environment make Vector Laboratories an ideal place to learn, flourish and contribute to scientific advancement. We genuinely value diverse perspectives and ideas and strive to demonstrate how this approach results in success. With nearly 50 years of history, Vector Laboratories boasts an unparalleled reputation in protein labeling, detection, and conjugation. Our recent mergers and acquisitions have significantly expanded our portfolio, serving the biopharma industry, academia, life science tools, and diagnostics, providing comprehensive solutions to the life science industry. We are looking to take Vector Laboratories to new heights and hope you'll consider joining our globally impactful team!

Job Summary

The Director, Marketing Communications leads the development and execution of Vector Laboratories' integrated marketing communications strategy, encompassing brand management, digital marketing, content strategy, public relations, and product launch communications. This role partners closely with Product & Portfolio Management, Sales, and R&D to translate scientific and commercial priorities into compelling messaging that builds Vector's brand equity and drives demand across the life science, biopharma, and diagnostics markets. The Director will build and lead a high-performing marketing communications team and serve as a strategic advisor to the executive team on brand positioning and go-to-market communications. This position reports to the VP, Global Marketing.

Competencies Identified for Success

Strategic Marketing Leadership	Sets the vision for Vector's brand and go-to-market communications, translating scientific and commercial priorities into a cohesive, multi-year marketing communications strategy that strengthens market position across biopharma, academia, and diagnostics.
Cross-Functional Partnership	Builds trusted, collaborative relationships with Product & Portfolio Management, Sales, and R&D to ensure messaging and launch communications are technically accurate, commercially relevant, and delivered on time.
Team Leadership & Development	Builds, coaches, and develops a high-performing marketing communications team, setting clear priorities and creating growth opportunities for direct reports.
Results-Oriented Execution	Drives measurable outcomes from campaigns and content, using data and market feedback to continuously refine messaging, channel mix, and investment.

Responsibilities

- Develop and lead Vector Laboratories' integrated marketing communications strategy, including brand positioning, messaging architecture, and content strategy across all product lines and markets.
- Partner with Product & Portfolio Management to plan and execute go-to-market communications for new product launches, ensuring messaging aligns with scientific positioning and commercial priorities.
- Own Vector's brand identity and voice across all channels, including web, digital, social, tradeshow, and print, ensuring consistency and quality across a global, multi-site organization.
- Lead public relations and corporate communications efforts, including press releases, executive visibility, and industry event strategy.
- Build, manage, and mentor a marketing communications team, setting clear goals, providing coaching, and developing talent.
- Partner with Sales leadership to develop sales enablement content, collateral, and campaigns that support pipeline growth and customer engagement.
- Manage the marketing communications budget, agency and vendor relationships, and marketing technology stack to maximize ROI.
- Establish and report on key marketing communications metrics to the executive team, using data to inform strategy and demonstrate business impact.
- Serve as a strategic advisor on brand, reputation, and external communications matters.
- Performs other duties as assigned

Job Qualifications

- Bachelor's degree in Science, Engineering, or related field; MBA preferred.
- 10+ years of progressive marketing communications experience, including 2+ years in a leadership role, ideally within life science tools, biopharma, or diagnostics.
- Experience in antibody reagents, IHC, spatial biology, pathology, or adjacent life science markets is desired but not required.
- Proven track record building and executing integrated brand and communications strategies that drive measurable commercial results.
- Demonstrated experience partnering with Product Management, Sales, and R&D leaders in a scientific or technical B2B environment.
- Strong people leadership skills, with experience building and developing high-performing marketing teams.
- Excellent written and verbal communication skills, with the ability to translate complex scientific content into compelling messaging for varied audiences.
- Experience managing marketing budgets, agencies, and marketing technology platforms.
- Ability to travel domestically and internationally as needed (approximately 15-20%).

The anticipated salary range for this position is \$180,000–\$200,000. The salary offer will depend on multiple factors which may include the successful candidate's skills, experience, and other qualifications.

Send cover letters and resumes to talent@vectorlabs.com
