

Digital Marketing Manager

SCIENION GmbH, with its corporate headquarters in Berlin, and domestic presence in Phoenix, AZ, and Chichester in the UK, is a renowned specialist in ultra-low volume precision liquid handling, enabling applications from research to high-throughput production of assays in diagnostics and life sciences. As a complete solution provider, SCIENION offers a unique portfolio of automated precision dispensing systems, readers, consumables, assay development and contract manufacturing services.

As a proud member of BICO, the leading bio convergence company in the world, we aim to create the future of health. Along with Cellenion, Ginolis and Q Instruments, SCIENION is part of the Bioautomation Business Area within the BICO Group.

We are experiencing rapid growth and seeking a Digital Marketing Manager to lead the digital marketing strategy and grow the online presence of the companies in the Bioautomation business area.

This position will be Berlin based and will report to the Marketing Manager at SCIENION GmbH.

Job Description

- Own and implement the digital strategy for our websites, SEO, SEM, display advertising, email marketing, and social media
- Develop, execute and optimize campaigns via marketing automation platform (Pardot)
- Maintain business area websites in conjunction with the BICO Digital Marketing Lead and BICO's web agency
- Work with the content creators in Marketing & Product Management to drive content strategy and create meaningful content for end users
- Build a social media strategy across the business area to increase overall following and engagement levels
- Track and evaluate metrics for all digital platforms and recommend and implement solutions to improve our strategy and customer experience
- Stay up to date with digital marketing trends and regularly analyze data to give recommendations on future implementations

Candidate profile:

- Bachelor's Degree in Marketing or Business
- 3+ years of experience in Digital Marketing; relevant experience in life science or biotechnology would be a plus
- Proven experience and knowledge of Google Suite (Ads, Analytics, Search Console etc), CMS (preferably Wordpress), CRM and marketing automation (Salesforce and Pardot or similar)
- Strong presentation skills demonstrated before customers, peers, and upper management
- Excellent command of spoken and written English (native speaker proficiency preferred); German or other languages are a plus
- A self-starter, working well with and without supervision and showing personal responsibility
- Strong work ethics and high work standards

Interested?

Please send your CV, cover letter and salary expectations to hr@scienion.com