



# Immagina BioTechnology

## Job Description

**Date:** February 8, 2021

**Job Title:** Marketing Manager

**Job Category:** Permanent with immediate effect

### Position:

We are looking for a marketing manager to join our team in Trento, Italy. You will be responsible for all marketing aspects related to the commercialization of Immagina's cutting edge technology and products globally. This exceptional role with a strong impact on the company's future includes the development of a strategic marketing plan, product launches and marketing campaigns in particular in social media. You will join a hands on, highly enthusiastic team constantly driving for innovation in advancing science and health care.

### Essential Duties and Responsibilities:

- In alignment with management prepare and manage quarterly and annual marketing plans to drive sustained growth and adoption of our product portfolio in the relevant markets
- Monitor and track performance of marketing activities against KPIs and metrics and present regular reports to senior management.
- Development of strategies for brand recognition in advertising, global communication, building and optimizing digital and social media presence. Serve as key contact for social media activities, collect best practises and report insights to the team.
- Development and execution of marketing campaigns for lead generation and nuturing within CRM and drive lead conversion.

- Support product development working closely with stakeholders in product portfolio management, customer and market research, competitive intelligence and strategic collaborations and B2B partnerships.
- Manage assigned marketing budget and ensure that available resources are executed effectively.
- Work with management and team on implementation of a Quality Management System

### **Specific Education, Knowledge, and/or Work Experience Needed:**

- A degree in Life Sciences
- At least 2-3 years of marketing experience in life science industry with a proven record in strategic and tactical marketing activities preferentially in genomics or proteomics
- Self-motivated and energetic personality
- Independent creative thinker capable of translating complex technical tasks into easy to understand messages
- Strong capability of seeking solutions and mentality driving projects to result
- Ability to communicate effectively in speech and writing in English
- Strong customer focus
- Passion for social media and communication
- Passion to work in a team and collaborate in cross functional manner
- Strong personal values of integrity, respect and honesty

### **What to expect:**

- Attractive salary and benefits package
- Working in a fast growing and innovative biotech start up
- Being part of an inspiring atmosphere with a young and dynamic team of scientists
- Living in Trento, the heart of Trentino and the dolomites

### **Application:**

To apply for this position, please send your detailed CV and a cover letter to [info@immaginabiotech.com](mailto:info@immaginabiotech.com)