

Digital marketing manager

November 2018

1 Biogazelle

Biogazelle offers **genomic and transcriptomic services**, performed in an ISO accredited lab, to support **research, clinical trials and personalized medicine**. Our customers rely on our expertise in RNA biomarker discovery, development and validation; our pioneering role in **liquid biopsies** and **non-coding RNA**, and our experience with clinical trials to accelerate the development of their **diagnostics and therapeutics**. Our service portfolio is built on state-of-the-art technologies such as **RNA sequencing**, high-throughput **qPCR** and **digital PCR**, all combined with **advanced data analysis** methods.

2 Function description

Currently, we are looking for a **digital marketing manager** with a hands-on mentality and the eagerness to develop, implement, track and optimize our digital marketing campaigns across all digital channels. The candidate should combine **digital marketing experience** with **scientific writing skills**.

Main responsibilities include:

- Develop and implement the digital marketing strategy based on SEO, email, social media and advertising campaigns
- Create engaging content including landing pages, blog, visuals & videos
- Develop and manage content marketing strategies and social media presences
- Create and implement a website traffic plan & conversion funnel
- Measure the performance of the digital marketing strategy, draw conclusions and improve where possible.
- Communicate with and report to management about marketing goals and results (KPIs & ROI)
- Keep up to data with the latest relevant digital marketing trends and implement where beneficial. Work closely together with our marketing partner(s)

3 Competences and skills

- Bachelor's Degree in Advertising, Marketing or life sciences
- At least 4 years of experience in B2B digital marketing, ideally in a life science market
- Strong written and verbal communication skills
- Self-Motivated, team & goal-oriented
- Strong analytical skills and data-driven thinking
- Demonstratable experience with analytics tools, social media, CMS (e.g. Drupal) & marketing automation (e.g. HubSpot)

4 Our offer

- Be the driver of the marketing strategy and team
- A financial package according to your experience, including legal benefits
- Professional development and training opportunities
- You will work in an innovative and stimulating environment

5 How to apply?

Please send your motivation letter and CV to hr@biogazelle.com

6 Contact

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