



**Are you looking for an exciting challenge in a scientific environment? Do you want to contribute your strengths and visions to an innovative company in the future-oriented biotechnology sector? Are you looking for a top team with a strong sense of team spirit?**

Then join our team as soon as possible as

## Digital Marketing Manager (m/f/d) 40h/week

### About us

c LEcta is a leading innovator and supplier of biotechnological products for regulated markets like food and pharma. Best-in-class technologies are applied to provide customized enzymes and microbial strains to novel and cost-efficient industrial manufacturing processes.

We are seeking for a highly committed candidate to strengthen its international marketing & sales activities. The successful candidate will be mainly responsible to develop, execute and evaluate digital marketing measures and campaigns with the aim to generate new leads for product sales. The candidate is expected to have solid experience in digital marketing of explanation-needy products ideally in B2B biotech markets.

### Key responsibilities

- Design, execution and monitoring of digital marketing measures and campaigns
- Evaluation, controlling and continuous improvement of digital marketing activities
- Management of advertisement campaigns via Google or LinkedIn
- Support of the setup and optimization of the company's CRM systems
- Management of web-shops / ordering platforms and automated sales processes
- Support the digitization of internal process flows

### Required Skills

- Experience in digital product marketing in B2B markets
- Experience in using digital CRM-Tools for lead generation and account management
- Natural science related degree or comparable education or experience in pharma or biotech
- Sales & marketing background with proven track record with min. 2-3 years of experience.
- Excellent German and English language skills (spoken and written).
- Considerable communication skills combined with a strong interpersonal/intercultural sense
- A pro-active, ambitious self-starter who can operate both independently and as part of a team; positive, optimistic, flexible and creative problem-solving attitude

### We offer

This exciting assignment comes along with excellent career opportunities within the c-LEcta team. You will be actively supported by an experienced and dynamic team in a friendly working atmosphere. Further, we provide attractive employer benefits.

#### Application:

Please apply online until 31st of August 2020 with your complete application documents as well as your earliest starting date and salary expectations at

[jobs@c-LEcta.com](mailto:jobs@c-LEcta.com)

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