

Marketing Specialist, Genedata Screener, CH-Basel

The Position

We're looking to hire a Genedata Screener **marketing specialist** for an 80-100% permanent position in Basel.

The role is broad but centered around producing and delivering marketing material to our target audience and managing brand communication. The position includes writing and maintaining presentations, brochures, website copy, and promotional emails, which requires native or near-native English proficiency and a keen eye for visual presentation. In addition, you will follow up and present the results of your work internally. As we move towards increasing marketing automation, your role will also come to include set-up and administration of our activities planned in this area.

You will coordinate with the marketing, sales, and professional services teams to make sure that your activities and all other campaigns, messages, and events align. Your work, while internal, will constantly focus on customer needs and interest, so you should have or quickly gain an understanding of where our customers are and what they need from us, while also keeping your ears open to the needs of the internal organization.

When you are not busy with your regular tasks you will have the opportunity to learn about and help us improve other areas in marketing, aligned with your interests and our needs. We are happy to teach you what we know and look forward to learning from you.

To help us understand who you are and what motivates you, please include a paragraph on what sentence in this ad attracted you the most to this position, and why.

Key Responsibilities

- Produce and maintain marketing collateral, including brochures, emails, and presentations
- Shape and own Screener's website activities, including SEO-relevant copy
- Plan, execute, and follow up mailing and social media campaigns
- Handle advertisements and AdWords campaigns
- Update and use our CRM system to produce campaign statistics
- Later: Set up and administrate marketing automation activities

Your Profile

- MSc in natural sciences
- 2 years' experience in writing and preparing marketing/communications/sales materials
- Native or near-native English proficiency is required
- Experience in using PowerPoint to explain complex concepts
- Strong grasp of marketing and branding concepts, with experience in B2B marketing
- Highly organized and dedicated to quality of work
- Experience in Photoshop and InDesign with an eye for layout is a strong advantage
- Background in drug research and development

The company

Genedata is an exceptional company. With over two decades of success in research informatics using closely-knit teams of scientists, developers and business experts, Genedata has achieved steady and continuous growth since inception. As

a private and majority employee-owned organization, we empower each employee to be a contributing voice in the company operations and evolution. Our collective expertise in research informatics, combined with our open and scalable computational solutions, makes us the leading software provider in discovery informatics for biotech, pharmaceuticals, and related life sciences. We are headquartered in Basel, Switzerland and have subsidiaries in Germany, USA, Japan, Singapore and the UK.

About Genedata Screener

Genedata Screener analyzes, visualizes, and manages screening data from in-vitro screening assay technologies across the enterprise, including very complex as well as ultra-high throughput experiments. Its screening-oriented business logic enables rapid processing and comprehensive analysis of complete campaigns.

Are you interested?

If you are interested in this position, please submit us your CV and motivation letter.

Genedata only accepts CVs and resumes directly from candidates. Personnel recruitment agencies need not respond.

Genedata is an Equal Opportunity Employer.