

Position Marketing Specialist, Full-Time

Location Heidelberg, Germany

Description PixelBiotech GmbH is a German startup and spin off company from German Cancer Research Center (DKFZ). We are building artificial intelligence (AI) powered single-molecule genetic testing technologies and devices. Being the inventor of the industry's first true multiplex smFISH (single molecule Fluorescence In Situ Hybridization) probe and an AI-powered data analysis platform, our mission is democratizing genetic testing by making it precise, universal, affordable and accessible. PixelBiotech is currently focusing on building devices and diagnostic solutions for applications such as COVID-19, African Swine Fever Virus (ASFV), breast cancer, and CAR-T quality control.

PixelBiotech is looking for a marketing specialist with a biology background to help with the promotion of the HuluFISH probe for our global research and industrial customers. A successful candidate will be able to multi-task and thrive in a fast-paced environment with minimal supervision. We are seeking a technically proficient individual with experience in RNA/DNA in situ hybridization. This is an individual contributor position that will be working in the business development team for democratizing the genetic testing with our super bright super multiplexity smFISH probe.

Responsibilities

- Support the marketing modality's initiatives with the creating, planning, executing, and tracking of marketing programs such as email, event, social media, or content marketing
- Independently coordinate marketing and community events, including overseeing logistics, scheduling, managing registrations, coordinating with partners, creating itineraries, and ordering marketing collateral
- Create and coordinate event, product, or content email marketing campaigns, including copy, scheduling, testing, and database management
- Create, proofread, and edit copy for various marketing channels, ensuring a consistent voice
- Assist with developing and managing content and social media marketing programs, including blogs and public relations efforts
- Manage website updates
- Manage day to day execution of social media activity across all platforms in line with agreed objectives
- Evaluate and monitor campaign performance on an ongoing basis by analyzing key metrics and creating comprehensive reports
- Manage relationships with external partners to ensure high-quality and timely execution of marketing programs, and to ensure competitiveness

- Conduct market research and identify trends

Experience

- MSc or Ph.D. in biology or related field.
- Experience in molecular biology, cell culture, cell biology, in situ hybridization, and microscopy is preferred.
- Excellent communication skills, team working skills.
- Social media marketing on LinkedIn, Twitter, Google Ads, etc.

How to apply Please send your resume and a short personal intro to hire@pixelbiotech.com.