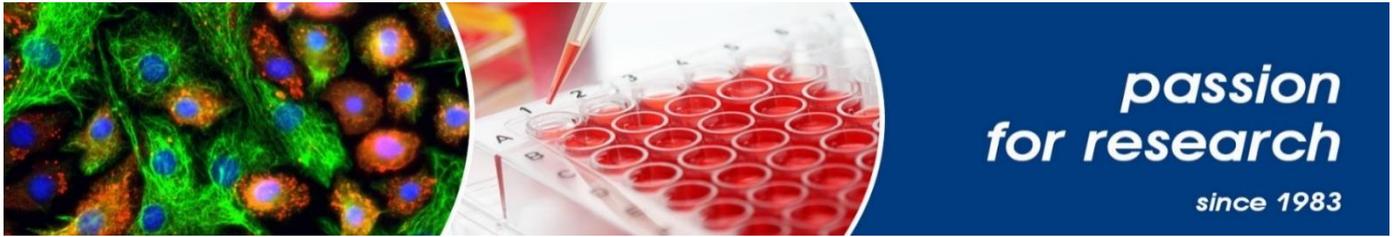


PROGEN

PROGEN Biotechnik GmbH • Maaßstr. 30 • 69123 Heidelberg • T +49 (0)6221 8278-0 • personal@progen.com



Since 1983, PROGEN has been an established manufacturer and supplier of premium antibodies, *in vitro* diagnostics, and reagents for the global life science research community. While PROGEN's antibodies are among the most published antibodies in biomedical and cell biology literature, its ELISA kits aim at niche markets in microbiology, infectious diseases and immunology. Building on its extensive core-competency and experience in immunochemistry, the company has expanded its product and service portfolio in recent years to include recombinant antibody engineering, antibody phage display technology, density gradient media, and AAV test kits for gene therapy research.

We are offering a position starting January 1, 2018 as

Product- & Marketing Communications Manager

As **Product- & Marketing Communications Manager**, you will be responsible for the implementation of PROGEN's marketing activities, online and social media presence and day-to-day management of our research antibody and ELISA kits portfolio. You will report directly to the Head of Marketing.

Your assignments

- Plan, implement and evaluate cross-media marketing campaigns
- Research markets, identify opportunities for growth and implement sales activities
- Grow a customer community and update CRM records
- Assist in the development of pricing strategies and production forecasts
- Maintain and advance PROGEN's web presence
- Draft and update product information, datasheets, user manuals, etc.
- Identify and attend relevant international conferences & trade shows, organize company booths & symposia
- Plan and execute product trainings in cooperation with our technical support team

Your skill set

- Life science degree (minimum bachelor, ideally with a focus on cell biology or immunology) with minimum 3 years of substantial marketing experience
- Demonstrated ability to interpret market data and to offer insight and recommendations for business opportunities
- Profound interest in and understanding of customer behavior
- Intimate knowledge of online-marketing tools and experience with cross-media campaigns
- Proven capability to quickly grasp new, complex technical information
- Ability to manage multiple priorities with a problem-solving attitude
- Solid computer skills & data analysis skills, CMS experience (preferably Typo3 and Magento)
- Expertise in cooperating with stakeholders and external service providers
- Open, communicative, networking personality
- Fluency in German and English both written and spoken
- Occasional travels required

At PROGEN you can enjoy the advantages of a small company, such as open communication, low hierarchies, strong team spirit and flexible working models. We're looking forward to expand our team in Heidelberg with a motivated, creative new colleague who shares our passion for research!

Please send your CV and cover letter to Katja Betts, Head of Marketing, at personal@progen.com