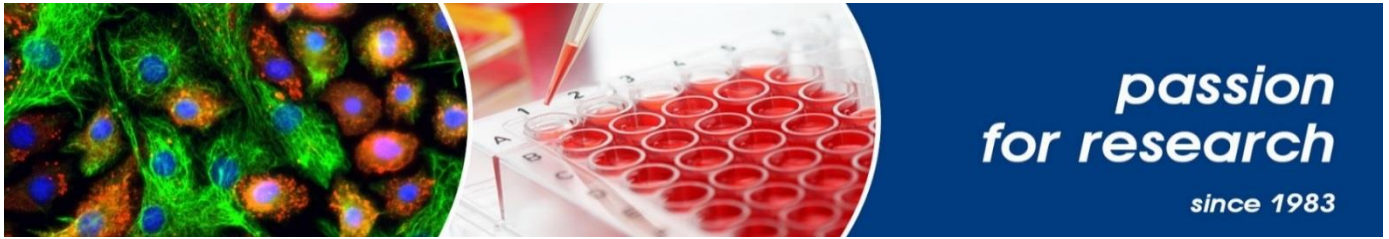


PROGEN

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



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.

Currently, we are offering a position as

Product- & Marketing Manager

As **Product- & Marketing Manager**, you will be responsible for the development and implementation of PROGEN's marketing strategy, customer- and market segmentation and definition of our value proposition.

Your assignments

- Performance of state-of-the-art market research
- Development, implementation and monitoring of a strategic marketing plan
- Concept development for sales activities and sales support, CRM
- Planning and implementation of cross-media marketing campaigns
- Maintenance and continuous advancement of PROGEN's web presence (corporate site, landing pages, web shop, social media, online sales platforms)
- Identification of relevant international conferences & trade shows, organization of company booths and symposia, on-site management
- Implementation, performance monitoring and evaluation of all marketing activities
- Planning and execution of product trainings in cooperation with our technical support team
- Budget management & forecast for all marketing activities

Your requirements

- Marketing degree, preferably with life science background or market exposure 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, 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, flexible working models and the opportunity to advance to the next career level. We're looking forward to complement our team in Heidelberg with a motivated, creative new colleague who shares our passion for research!

Please send your CV and cover letter to Dr. Sven Kuhlendahl at personal@progen.de.