

MARKETING MANAGER

WHO ARE WE LOOKING FOR?

We are seeking for an experienced, versatile and innovative Marketing Manager who will be responsible for developing, implementing and executing strategic marketing plans for Optics11 Life in order to accelerate our impact on the development of emerging health and medical innovations as well as increasing the exposure of our biomechanical analysis instrument and attract potential customers as well retaining existing ones.

Are you in for a challenge?

KEY ACTIVITIES

- Implement and manage multiple marketing campaigns;
- Implement a defined strategy for industrial and academic potentials;
- Promote all range of our biomechanical screening instruments and its related services;
- Ensure the company is communicating the right messaging to attract prospective customers and retain existing ones;
- Build and manage new marketing team and communicate between groups including product management, sales, or R&D;
- Proof and manage all marketing materials, like application notes, white papers, references, testimonials etc.;
- Direct all digital marketing activities and implement clear tasks to the digital marketing assistant;
- Contribute to relevant event search and logistic, ex conferences, webinars, workshops;
- Analyze data to evaluate the success of the marketing efforts and come up with new ideas to improve brand marketing and exposure to new business sectors.

SKILLS & COMPETENCIES

- Life science background with multidisciplinary knowledge including marketing, communication and/or business;
- Relevant degrees in life science and marketing;
- 3-5 years of experience in a similar role;
- Intimate understanding of traditional and emerging marketing channels;
- Excellent communication skills;
- Ability to think creatively and innovatively;
- Budget-management skills and proficiency;
- Ability to make professional judgment and discretion in the marketing field;
- Analytical skills to forecast and identify trends and challenges;
- Familiarity with the latest trends, technologies and methodologies in digital marketing;
- Pro-active and team player.

WHAT WE OFFER?

- This is a Full-time role;
- A competitive salary with attractive allowances;
- An opportunity to make a significant impact on the growth of Optics11 Life globally and to develop your managing skills;
- Build and manage a young, dynamic and enthusiastic team;
- Flat hierarchy, short decision lines, big impact;
- Freedom and responsibility in structuring and leading your work;
- The opportunity to receive full technical training;
- Attractive hybrid work type.

ABOUT OPTICS11 LIFE

Optics11 Life is a fast-growing high-tech company based in Amsterdam that develops and produces a wide range of fiber optics sensor systems and measuring instruments. Our instruments provide new and unique capabilities that truly advance life science research. You will be part of an ambitious young team, with over 20 different cultural backgrounds.

Celebrating successes and achievements with the complete team is a part our DNA.

For more information, please visit www.optics11life.com.

To apply, send in **both** your resume and motivation letter to recruitment@optics11.com