

Digital Marketing Manager (m/f/d)

PROGEN is driven by a mission to support scientists in making new scientific discoveries and groundbreaking research within the life sciences and gene therapy. We are looking for an ambitious Digital Marketing Manager with strong organizational skills, a can do attitude and a strong grasp of current marketing tools and strategies to manage our online presence and lead digital marketing campaigns from concept to execution.

Your role:

- Plan, execute, and manage all digital marketing, including website, SEO, advertising and social media
- Collaborate with web, SEO and design agencies to manage and develop website presence and user experience
- In close collaboration with Product Management team maintain and improve website product and content webpages and prepare product launch landing pages
- Collaborate with SEO agency to manage and develop SEO, Google Analytics and Google AdWords campaigns
- Maintain consistent brand messaging across all online channels
- Research, track, and analyze consumer behaviors and stay up-to-date on trends
- Prepare dashboard reports on the overall performance of various marketing campaigns
- Manage and monitor digital campaign budgets

Your profile:

- 2+ years of experience in digital marketing
- Knowledge of and experience in marketing including SEO, website analytics and social media (B2B preferred)
- Experience of working in a global organization
- Proficiency with MS Office, webshop systems (e.g., Shopware 6) and CRM systems (e.g., Salesforce, Combit)
- An ability to manage multiple priorities with a problem-solving attitude
- A profound interest in and understanding of customer behavior
- A demonstrated ability to interpret market data and to offer insights and business recommendations
- Excellent communication skills in English, and German a plus.

Your benefits:

- **Flexible Working** - Technology has made it possible to be flexible. We understand that you have families and external commitments. We support that.
- **Travel** - All employees have the option to take advantage of a Job Ticket, which is financially supported by PROGEN, or you can take advantage of our bike scheme (or both!)
- **Training** - You want to learn. We want that too. We will support you and your professional development with training best suited to your learning.
- **Team Lunch** - At our monthly team lunch everyone gets together to enjoy food from a local restaurant, organized by PROGEN.
- **Support** - We are a team and we are here to support you. We do not hire machines. It is our people who make the team so great.

Sounds good so far?

Then send your application and CV via email (personal-marcom@progen.com) directly to Ruth Roschatt, Head of Marketing including your start date, hours per week, and salary expectations. We are looking forward to your application!

About us

PROGEN was founded in 1983 in Heidelberg Germany, and today is a global biotech company working with partners in academia, biotech and pharma. It is our underlying mission, to help progress new therapies safely, quickly and affordably, so together we can provide solutions to people suffering from poor health and affected by disease every day.

PROGEN is made up of a team of experts within AAV and the life sciences and is partnered with gene therapy experts worldwide. We are more than just a manufacturer of antibodies, proteins and ELISA kits. We strive to understand what scientists need, so we can create solutions and ultimately deliver high quality antibody and exclusive AAV products, which solve research challenges within academia, biotech and pharma, and ensure PROGEN can continue to be a trusted and reliable partner.