

Marketing Manager with a strong focus in Digital Marketing (Lisbon, Portugal)

NZYTech

NZYTech is a privately owned fast growing international company which discovers, produces and supplies a wide range of solutions in the fields of Molecular Biology & Diagnostics, Enzymes & Proteins and enzymatic Assay Kits. As NZYTech continues to evolve globally, we aim to make the worldwide acquisition of NZYTech products and services a fast, easy and enjoyable experience for our customers, as well as to provide products that simplify, accelerate and improve your research and production settings.

What You'll do

@Marketing

- Define a marketing strategy/plan for both long and short terms in the light of the company objectives such as market expansion and market diversification
- Establish positioning, identify target audiences, and develop marketing programs with specific objectives across different channels and segments
- Analyze customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies
- Plan and execute all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns
- Design, build, and maintain our social media presence (Facebook, Twitter, Instagram, LinkedIn, YouTube, etc)
- Brainstorm new and creative growth strategies through digital marketing
- Evaluate customer experience across multiple channels and collaborate with internal teams to optimize it

Who You Are

- Graduated (BSc or MSc) in Life Sciences and specialization in Marketing, or vice-versa.
- Proficient with digital marketing and social media strategy
- Solid knowledge of website and marketing analytics tools
- Strong creative vision with an understanding of business objectives
- Experience with marketing automation and CRM tools (desirable)
- Dynamic, with high sense of responsibility and autonomy
- Proficient in English, both written and spoken

We offer

- Contract with NZYTech (40 weekly hours)
- Competitive compensation and benefits package

Applications (CV + Cover letter) must be submitted by email to applications@nzytech.com with the following subject "Marketing Manager" until the 31st of December 2020.