



BÜHLMANN Laboratories AG is an innovative manufacturer of medical diagnostics. The company, headquartered in Schönenbuch, employs more than 100 people and is active on a global scale.

The **in vitro diagnostic (IVD)** kits and reagents developed by BÜHLMANN are considered a gold standard and distributed to hospitals and clinical laboratories around the world with remarkable success.

Within our **Global Marketing** department, we have created a **new position** and are looking for a

Life Sciences Marketing Content Associate (100%)

Your Tasks

- Support and collaborate with the Marketing Content Manager the digital marketing tasks and create marketing content material in the relevant diagnostic and clinical fields
- Conception and execution of Online-Marketing-Campaigns in the B2B field for **in vitro diagnostics**
- Creation of Performance-Reportings
- Operative management of SEO and SEM to ensure search visibility and curate Google AdWords and YouTube campaigns
- Close collaboration with Product Managers for specific product campaigns, congress exhibitions and marketing events
- Administrate the BÜHLMANN web presence and coordinate with external online marketing consultants

Your Profile

- **BSc** or beyond in **Life Sciences**, with further education in **marketing**
- **Excellent English** oral/written skills (C2 or native), fluent in **German** oral/written (C1)
- You like to distribute content via diverse media channels
- Digital and web marketing experience such as Google AdWords and email marketing campaign experience
- Social Media management experience advantageous
- Web design (HTML, CSS) and conceptual web design experience is advantageous as well as web-analysis and tracking tools knowledge
- Positive, open-minded, self-driven attitude
- Team player who works co-operatively but also independently

We Offer

- Exciting and diverse professional activities in a dynamic, independent and growing company
- A thorough introduction phase in preparation for a challenging area of responsibility
- Flexible working hours / 40 hours per week

We are looking forward to receiving your complete application documents (CV, motivation letter, diploma, reference letters). Please send your documents by email to career@buhlmannlabs.ch Your application will be treated with confidentiality. **No agencies please.**

Data protection: your application documents will only be used during the application process. Once the open position has been filled, your application documents will be deleted.

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