



HEAD OF MARKETING (US OR MUNICH, GERMANY) (M/F/D)

Proteros is a privately held early-stage services provider in structure-based drug discovery with a cutting-edge discovery engine tailored to unlock even the most technically challenging targets. Proteros' work is built on scientific excellence and supports its clients to reach the right results and accelerate their overall research timelines. Proteros supports most of the world's 20 largest pharma companies and more than 250 pharmaceutical and biotech partners in the US, Europe and Japan.

You will own all marketing at Proteros and will be responsible for strategic marketing programs and scientific positioning. You will have an understanding of the drug discovery process, and have the ability to take technical information and craft a compelling story to represent Proteros' solutions to support drug discovery. Inspiring creativity, strong writing skills, and the ability to rapidly learn technical information and convert them into marketing strategies and content will be essential for success. You will enjoy "making the complex compelling". This position offers the chance to build and lead the marketing function in a fast-paced scientific organization, with the purpose to "Reach Right Faster" and dedicated to bringing medicines to patients.

YOUR RESPONSIBILITIES

- Build up and lead the marketing function at Proteros
- Develop the customer facing messaging: transform highly technical content into engaging, customer-focused, conversational, SEO-optimized content for multiple channels: digital (including web and social) and non-digital channels
- Head all global marketing activities in North America, Europe, and JAPAC
- Manage marketing budget and interactions with external agencies
- Develop and run the calendar of strategic marketing activities and campaigns, including social media campaigns; conferences; and thought leadership events
- Collaborate with the scientific engagement/product development teams in Munich to develop all external facing messaging
- Own the design and content (either with internal team or external agencies) for technical guides, e-mail campaigns, customer facing presentations, product web page, webinars, white papers, and conferences/tradeshows materials
- Successfully engage with technical teams to obtain scientific data and work with creative/design team to create technically accurate and impactful marketing content
- Collaborate with the marketing operations and BD teams to measure marketing metrics and KPIs. Use insights from analytics to improve content and marketing strategies
- In collaboration with BD and technical teams, maintain knowledge of the trends and competitive intelligence relevant to biopharmaceutical markets and calibrate all marketing content appropriately

HAVE WE PIQUED YOUR INTEREST?

Then we look forward to receiving your informative application documents, stating your salary expectations and possible start date

Proteros biostructures GmbH
Human Resources
Bunsenstr. 7a, 82152 Martinsried

+49 89 700761-0
career@proteros.de | www.proteros.com

PROTEROS

REACH RIGHT FASTER



YOUR PROFILE

- Experience in strategic marketing at a life science organization; able to establish and track key marketing metrics
- Experience managing internal teams and outsourced partners for marketing activities
- Experience with digital marketing channels and marketing platforms such as HubSpot
- Experience managing marketing for a global organization, especially with marketing activities in US and EU (experience with GDPR and marketing); availability to work across multiple global time zones.
- Advanced degree in life sciences (biology, biochemistry, molecular biology, cell biology, biophysics or related fields). PhD preferred.
- Exceptional attention to detail combined with strong writing and copy-editing skills; writing marketing communication materials for the life sciences companies is a plus
- Passion for learning about new scientific technologies and concepts and translating them into marketing strategies and content that articulate our value proposition.
- Based in the US (ability to travel to Munich, Germany) or based in Munich, Germany (ability to travel to the US)

WHAT WE OFFER

- An inspiring creative, flexible, agile and passionate working environment in which talented employees expand their technical skills and scientific knowledge and contribute directly to the ongoing success of the organization.
- We are located in Munich, Germany, trace our roots to the Max Planck Institute and Nobel prize winning science, and are surrounded by world class research institutes and biotech companies.
- Multicultural, interdisciplinary teams and an open corporate culture
- Market competitive salary and benefits
- We are an equal opportunity employer

HAVE WE PIQUED YOUR INTEREST?

Then we look forward to receiving your informative application documents, stating your salary expectations and possible start date

Proteros biostructures GmbH
Human Resources
Bunsenstr. 7a, 82152 Martinsried

+49 89 700761-0
career@proteros.de | www.proteros.com