

Marketing and Communication Specialist

JP0013-001

magtivio B.V. is a valued partner for routine and research laboratories, as well as in-vitro diagnostics manufacturers. We develop and commercialize a continuously expanding line of magnetic separation solutions. Our main focus is on DNA extraction and clean-up kits for molecular biology in research, industry and diagnostics, and biological sample preparation for LC-MS/MS and (U)HPLC analysis in clinical chemistry / pharma markets.

We are looking for a **Marketing and Communication Specialist (full-time)**

We are seeking a dynamic and creative **Marketing and Communication Specialist** to join our team. The ideal candidate will have a strong focus on digital marketing, encompassing SEO and SEA strategies. In addition to managing our online presence, the role involves:

Responsibilities:

- Develop and execute comprehensive digital marketing strategies, with a strong focus on SEO and SEA to enhance our online visibility.
- Develop and execute creative social media campaigns to enhance brand awareness and engage our target audience effectively
- Coordinate and manage the production of exhibition materials, ensuring their timely delivery and effective use during events.
- Organize and oversee exhibition visits
- Contribute to website maintenance, including updating content and ensuring a user-friendly experience for visitors.
- Collaborate with Sales and Research & Development to create and implement marketing campaigns across various channels.
- Monitor and analyse the performance of marketing initiatives, providing insights and recommendations for continuous improvement.
- Manage relationships with external agencies and vendors for marketing-related projects.
- Stay updated on industry trends and competitor activities to inform strategic marketing decisions.

Qualifications:

- Bachelor's degree in Marketing, Communication, or a related field.
- Proven experience in digital marketing, with expertise in SEO and SEA strategies.
- Strong project management skills with the ability to coordinate multiple tasks and deadlines.
- Excellent communication skills, both written and verbal.
- Creative mindset with the ability to think strategically and execute tactically.
- Proficiency in website content management systems and basic HTML knowledge.
- Ability to work independently and collaboratively in a team environment.

magtivio B.V.

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- Fluency in English; proficiency in Dutch is a plus.

Would you like to know more before you apply? Please visit us at **www.magtivio.com**

Apply now! By replying to jobs@magtivio.com sending your latest CV and a short motivation.

Recruitment agencies: We seldom make use of agencies, and when we do, we have a PSL in place.
We would appreciate if you did not contact us directly, since we will not be able to respond to you.