

(Digital) Marketing Manager (m/f/d) Mönchengladbach, Germany, Minneapolis/Memphis/USA

About MLM Medical Labs

MLM Medical Labs is a leading specialty and central laboratory with comprehensive research services and laboratory capabilities in Europe and North America. Offering standard and fully customizable analytical and logistics services across a variety of therapeutic areas, we add value at every stage of the drug development process, from nonclinical and preclinical through phase IV clinical trials.

The international team of over 150 highly skilled and experienced persons supports 300+ studies, at any given time. With our labs located in Minneapolis MN, Memphis TN, USA and Mönchengladbach, Germany we work on intercontinental projects.

The position

We are looking for a **Marketing Manager (full time)** to work in our office in Mönchengladbach (Germany), Minneapolis (US) or Memphis (US).

As a part of the Marketing Team at MLM, the Marketing Manager supports all marketing activities to increase MLMs name recognition, promotion and public awareness.

Your responsibilities

- To support with the development and execution of the MLM Marketing strategy
- Work closely with our scientific experts to prepare accurate and interesting content for (digital) brochures, case studies, website, expert interviews, articles in industry publications
- Identify and understand target audiences, and develop marketing plans with specific objectives to reach those across different marketing channels
- To execute/manage SEO strategies to increase search engine rankings
- Provide SEO analysis and recommendations for content development in coordination with SEO goals
- Website and social media management in accordance with SEO strategy
- To prepare exciting content for digital marketing and social media and define digital marketing strategies to increase awareness, engagement and conversion
- Conduct analytics reporting across multiple platforms (e.g. social media, website, digital campaigns) to improve rankings and understand SEO strategy performance
- To define strategy and content for outreach, deliver this to grow the MLM brand
- To support with creation and maintenance of PowerPoint and other BD-related materials

Required qualifications

- Experienced Marketing professional
- Experience or affinity with laboratory testing and clinical research
- Native English speaker or highly articulate
- Additional scientific background is an advantage
- Excellent written and verbal communication and organizational skills
- Proactive and self-motivated, able to work independently with minimal supervision while remaining team oriented
- Flexibility to work in an international company with different time zones
- Ability to adjust to changing priorities to meet timelines
- Excellent business acumen

What we offer:

- Dynamic and future-oriented work environment
- Personal and professional development support
- Attractive benefits package
- Competitive vacation and holiday package
- Health & Wellbeing initiatives
- Open company culture and spirit of community

We are looking forward to your application!

MLM Medical Labs

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