

Content Marketing and Communications Specialist (m/w/d)

memetis GmbH develops and manufactures ultra-compact miniature valves and highly integrated microfluidic systems. Innovative actuator technology based on shape memory alloys ensures increased miniaturization of fluidic components and systems and a resulting high packing density. In addition to valves in the life science sector, the actuators are also used in other industries to realize movement in the smallest of spaces, e.g. in optics or closure mechanisms.

As a deep-tech company in the German technology center Karlsruhe, we remain true to the German art of engineering - from Baden to the whole world. We are an efficient, innovation-driven and agile company, managed by a motivated team.

WHAT DO YOU DO – TASKS AND RESPONSIBILITIES:

- Implement communication strategy for programs, campaigns and events that supports international business plans and sales strategy
- Lock arms with sales to source, qualify and nurture leads through the demand pipeline
- Manage a marketing budget and provide reports and metrics to memetis management to demonstrate good Return on Marketing Investment
- Make a positive contribution to the memetis brand profile by identifying publicity opportunities, case studies, event presentations, press releases etc.
- Drive participation and organization of all industry conferences where memetis will be either participating or that directly relate to its main field of activity. This includes working with conference organizers, strategy for branding/messaging, resourcing, and marketing efforts
- Develop proven content and ways to reach buyers for each stage of the buying cycle
- Create new marketing communication materials from customer specification/requirements to effectively represent the products, services, brands and/or organization to customers and prospects using the knowledge of layout principles and aesthetic design concepts using computer based design software
- Tell the memetis story on social and professional media, make connections and generate an emotional connection with our customers.

WHAT DO WE NEED – PERSONALITY AND COMPETENCES:

- Bachelor's Degree in Business Administration, Marketing or Science/Technology
- 2 years of experience in marketing and selling technology products and services
- Skills in marketing and communications as well as project planning and execution
- Skilled use of MS Office applications (Word, Excel and PowerPoint) and experience in web content creation and social media
- Trade show experience is a plus
- Knowledge of Search Engine Optimization and software for content creation (Photoshop Editor, etc.) is a plus
- Ability to work with Sales, and senior management
- Able to travel 20% as needed for trade shows

WHAT DO WE OFFER – GROWTH AND PARTICIPATION:

- A secure job with a good working atmosphere and flexible working hours (part-time work also possible) in a continuously growing company
- A varied and challenging area of responsibility where you can demonstrate own initiative
- Personal and professional development opportunities in an international group of partners
- Committed and motivated colleagues that share your passion
- Creative working environment in a deep tech venture

Interested? Please apply!

We look forward to receiving your application at info@memetis.com

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