

aquila biolabs GmbH is a German sensor technology developer of smart sensors and state-of-the-art data analytics software for bioprocessing applications. As a subsidiary of the life sciences tool provider Scientific Industries, Inc., aquila biolabs aims to take the guesswork out of bioprocessing and pioneers digitally simplified bioprocessing by providing actionable insights from lab to production floor.

We currently have a vacancy for a

Product Marketer (F/M/D)

in our Marketing team.

During your work as a Product Marketer at aquila biolabs, you will be our internal voice of the customer. You will be responsible for content and product messages that resonate with our target audiences. This includes but is not limited to:

- In-depth customer understanding
 - Become our internal voice of the customer
 - Together with the Product Managers apply voice of the Customer Plan/Methods (VOC) to understand customer needs/problems
 - Regularly meet and or join calls with customers
- Product Messaging
 - Develop convincing USP definitions and the overall messaging for all products
 - Support the Product Manager with product strategy and roadmap definition and execution
- Content Creation
 - Identify new channels and content formats that resonate with our target audiences
 - Be responsible for the development / optimization of all marketing / sales assets incl. Whitepapers, Flyers, Product Presentations, Application Notes, Infographics, and others
 - Work closely with our digital marketing team to develop e.g., online marketing campaigns, webpage content, social media posts, blog posts or video content
 - Manage publication projects with external partners together with the Application Scientists
- Product Launch
 - Support the Product Managers with the planning and execution of product launches

The skills required for this position:

- You enjoy converting complicated technical and scientific information into easy-to-understand and resonating content formats and messages for different target personas
- Excellent organizational, prioritization, and project management skills, especially in the cooperation with external agencies or partners
- Self-starter, hard-working and driven
- Excellent English skills, German is not a must but other languages are beneficial
- Open-minded person who enjoys the exchange with customers and other external stakeholders

You should hold a scientific or engineering Master's or PhD degree, in the fields of Microbiology, Bioengineering, Biotechnology, Biochemistry or related fields. Industry experience in bioprocess development / strain development / cell culture / microbial fermentation for biopharma or in a similar field are a plus. You should have at least 2 years of marketing, more ideally product marketing, experience, preferably in the life sciences, biotechnology or laboratory equipment space.

If you want to join a young team of highly talented and motivated people as well as to enjoy flexible working times and locations while receiving an attractive salary package, then we look forward to getting to know you personally.

Interested persons may send their full applications to **info@aquila-biolabs.de**, including CV, graduation certificates, performance records and, if available, job or project references. A letter of application is not required.

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