

Marketing Manager

Description of the opened position

- Assists and supports the internal sales force (definition of key messages, development of technico-commercial leaflets content).
- Is responsible for the production of the scientific and technical content of all the external communication material (technical datasheets, application notes, brochures,...) and updates.
- Carries out the competitive intelligence survey, scientific and commercial strategic watch.
- Guides new services development based on market needs analysis.
- Manages and updates databases and internal tools dedicated to the sales and marketing unit (assays catalogue and SageCRM).
- Proposes, and takes part to, the implementation of a marketing plan (targets, pricing, commercial channels, communication campaigns, actions plan, choice and organization of events, medias, etc.) according to corporate objectives and based on market analysis (external studies and internal information).

This job is done in close cooperation with and at the interface of the Business Unit and the R&D Unit (takes part of the weekly R&D meetings). The candidate will report to the Chief Business Officer and to the General Management.

The position implies some travels of variable frequency, sometimes abroad.

Education and experience

- This employment requires a Master degree in biology minimum (a PhD in cellular biology will be highly appreciated).
- A first professional experience with a good track record in a similar position and the same sector of activity is needed, ideally in a foreign country.
- A perfect fluency in English (oral and written) is required (an experience in a English-spoken country is a plus).
- A great ease in written and oral communication is necessary.

Personal skills and competencies

- A strong team spirit will be asked.
- To be able to hear / understand internal operational teams (sales persons and scientists).
- To have a sense of anticipation in understanding the market trends for the development of new assays adapted to prospective customers needs.
- To have the necessary level for reading scientific publications, drafting, and understanding of techniques used at Fluofarma for the analysis of specialized publications.

To apply : if you are motivated to work within an innovative company evolving quickly, thank you to send your resume as well as a motivation letter in electronic format to bbrisson@fluofarma.com indicating the reference: "FF_MM".