

Marketing & Communications Associate (m/f/d)

Leipzig, Germany (or home office in Europe)

Reference Number: INEM2407

Let's improve diagnostics together.

INDICAL BIOSCIENCE (INDICAL) is a global biotech company with over two decades experience leading the development and commercialization of innovative diagnostic solutions for veterinary applications. Our products, technologies and workflows help reliably and rapidly identify animal pathogens to better monitor the health of livestock, poultry, and companion animals. INDICAL's solutions are trusted by veterinarians, laboratories, clinics, research institutes, KOLs, government agencies and animal health organizations worldwide.

As the diagnostics arm of the publicly traded VIMIAN Group, INDICAL is part of a global network of innovative companies united by the common passion to improve animal health. The INDICAL team brings together over 15 nationalities who work in Germany and at various locations worldwide. We invite you (m/f/d) to join our diverse and passionate group of people on the mission to improve animal and human health.

To further bolster our rapidly expanding vet portfolio with particular attention to several exciting new companion animal solutions on offer, INDICAL's Marketing and Communications department is seeking a Junior Marketing Associate (m/f/d).

Job description

The Junior Marketing Associate (m/f/d) will enjoy working on a wide array of tasks to ensure projects, campaigns and general MarCom activities are running smoothly. These tasks include supporting the production and standardization of marketing materials, planning and supporting INDICAL's successful branding and presence at global industry conferences and trade shows, drafting reports and presentations, tracking projects and team activities, and assisting with client communications. They will also play a key role in developing and routing qualified opportunities to the appropriate sales representatives for further development and closure. The candidate may occasionally have to travel on business.

The Junior Marketing Associate is anchored in the Marketing and Communications team and will report directly to the Global Head of Marketing and Communications. Their main responsibilities include:

Tasks:

- Supporting INDICAL's regional sales teams in the field by executing impactful marketing strategies and initiatives across the entire INDICAL portfolio, with a focus on INDICAL's new Companion Animal segment.
- Planning, organizing and coordinating both digital and offline marketing campaigns to raise brand awareness and generate leads.

- Planning and coordinating successful INDICAL presence at relevant global conferences and tradeshows.
- Supporting the content creation of marketing materials, such as flyers, posters and banners, ensuring messaging is engaging and aligns with INDICAL's brand identity.
- Creating engaging digital and offline content and optimizing it with SEO techniques to drive brand visibility, engage customers, and increase organic traffic.
- Collaborating with cross-functional teams to ensure seamless execution of marketing collaterals and activities.

Professional requirements

The successful candidate should be a recent graduate of a Marketing, Business, or related field and have a passion for marketing, communications, and business development.

Personal requirements

- Excellent written and verbal communication skills in English, fluent German a plus
- Flexibility and creativity, ready to work in a fast-paced, high-growth environment while embracing teamwork with cross-functional teams.
- Problem solving personality with hands-on mentality.
- Nice to have: Proficiency in HubSpot Marketing Suite and/or SEO best practices and content creation.
- Preferably based in Leipzig, Germany, or home office in Europe

Why INDICAL?

- We offer the state-of-the-art and family-friendly work environment of a globally growing company.
- Flat hierarchies with short decision-making paths and a corporate culture driven by passion and fairness.
- You'll have the opportunity to shape our company and the way we work and make a real difference.

If this challenge appeals to you and you can offer drive, commitment, and enthusiasm, we look forward to hearing from you! Please apply in writing to hr@indical.com quoting the reference number and including your complete application documents as well as your earliest starting date and salary expectations.

INDICAL is an equal opportunity employer and values diversity. We take our employment decisions based on your qualifications and our business needs.

Job location: Leipzig, Germany, or home office in Europe

Functional area: Marketing and Communications

Employment type: Regular full-time, initially on a two-year contract

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