




Product Marketing Specialist

 Lunaphore Technologies SA

 Tolochenaz (Vaud), Switzerland

Job title: Product Marketing Specialist

Reports to the: Head of Marketing & Communications

Activity rate: 100%

Type of contract: Permanent

Start date: As soon as possible

Duration: Indeterminate

About our company

Lunaphore Technologies is a company born with the vision of accelerating cancer research, by making spatial biology mainstream in every research laboratory. We build solutions that simplify technology adoption for discovery and translational research laboratories and empower researchers to develop better targeted treatments for cancer and other diseases. Lunaphore is seeking a highly motivated candidate to join our team and contribute directly to the development and growth of the company.

Job overview

We are looking for a "Product Marketing Specialist" to support product promotion for lead generation purposes, and ensure marketing readiness, in order to meet the company's commercial targets. You will be integrated in the Marketing team reporting to the Head of Marketing & Communications.

Responsibilities and duties

- Strategic planning and implementation of product marketing according to the company's revenue targets and market insights. Development of an integrated marketing plan defining objectives, strategies and tactics across channels. Manage projects to ensure completion.
- Development of communication plan for new product releases and updates, ensuring dissemination to commercial teams, regional distributors, and other relevant stakeholders.
- Overview on the company's product promotion and lead generation activities to ensure consistency and commercial success.
- Lead generation tracking in the CRM, KPIs reporting and ROI evaluation, to regularly optimize marketing efforts.

- Support to Digital Marketing activities, regularly reporting on lead generation goals achievement, conversion funnels, engagement metrics, and A/B testing, to support Conversion Rate Optimization.
- Development and update of advertising materials and other Marketing collateral to support product promotion, including product slide decks, brochures, flyers, etc.
- Engagement with existing customers to leverage success stories, use cases and positive experiences to develop customer testimonials including: interviews, posters, webinars and brochures.
- Product training of company distributors and other partners.
- Collaboration with the marketing team in the promotion of products, by providing support in events organization, communication and advertising campaigns, and present at scientific conferences and webinars.
- Support to the Sales teams in their commercial efforts by creating timely ad-hoc marketing materials, participating in sales calls and assist at customer meetings.
- Report to the Head of Marketing and Communications on a regular basis.
- Drive for results by consistently achieving commercial targets and pushing to complete tasks by their deadlines.
- This position can be based remotely. Remote employees are required to travel to the Swiss site on a regular basis.

Required qualifications

- You have a Bachelor's Degree in Marketing, Communications, Business or Life sciences. Master's or MBA is a plus
- You have at least 3+ years of experience in a similar position, including Marketing, Sales or Field Specialist roles in the biomedical industry.
- Previous industry experience working with key audiences in the fields of pathology, histology, molecular or antibody-based testing, immuno-oncology or immunology fields is a strong plus.
- You have experience managing KOL and client/customers relationships.
- You have a basic understanding of digital marketing tools such as virtual events, SEO, PPC and paid social campaigns.
- Knowledge of design tools such as Adobe Illustrator and Adobe InDesign is a plus.
- You have an excellent command of oral and written English. Additional languages such as French or German are a plus.

Required soft skills

- You have strong oral, written, and visual communication skills.
- You have a strategic and commercial mindset.
- You are comfortable reading, writing, and discussing highly technical topics.
- You are a fast-learner, demonstrating critical thinking and analytical skills.
- You are proactive, curious, and keen on looking for new ideas and tools to contribute to the team efforts.
- You are dynamic and able to multi-task in a constantly changing environment.
- You are able to interact and work in a global team.
- You have excellent organizational skills, attention to detail, ability to manage deadlines and deliver results with limited supervision.

We offer

- A young and strong-growing high-tech company.
- A diverse and international working environment with a strong network.
- A highly interactive team with strong personal and technical qualities.


How to apply

Send your complete application through human.resources@lunaphore.com

 **Lunaphore Technologies SA**
Route de Lully 5c
CH-1131 Tolochenaz

 www.lunaphore.com

 human.resources@lunaphore.com

 **+41 21 353 58 15**