

Marketing Manager (Strategy & Execution), (d/f/m)

Full-Time / Part-time - in Tübingen on-site

Computomics is a Bioinformatics Agtech company with a vision of contributing to a sustainable future through innovative AI solutions for plant breeding, food safety and food security. Our company is providing bioinformatics services for the analysis of NGS data of DNA and RNA, from experimental design up to complex interpretations, focusing on plants for customers from all over the world.

As for now we are looking for full-time **Marketing Manager (Strategy & Execution)** who excels at developing strategy and enjoys putting it into action. If you combine strategic thinking and market understanding with creativity with hands-on execution, we would love to hear from you!

Your Responsibilities:

- ▶ Conduct market research and map the competitive landscape to identify customer needs, market developments and emerging trends
- ▶ Identify, evaluate and define new market opportunities and potential customer segments
- ▶ Develop the marketing strategy in close collaboration with the Commercial Director
- ▶ Drive inbound lead generation through targeted campaigns and content
- ▶ Plan, coordinate and execute digital marketing activities together with the marketing team
- ▶ Organize our presence at conferences, trade shows and industry events, including booth design
- ▶ Keep marketing materials current and aligned with our brand and positioning
- ▶ Build and maintain relationships with industry networks, partners and communities, and strengthen our visibility within the industry
- ▶ Translate complex scientific and technical information into clear, compelling messages for internal teams and external audiences

Your Qualifications:

- ▶ Degree in Marketing, Business Administration or a related field
- ▶ 5+ years of combined technical and business experience in biotechnology, bioinformatics, life sciences, AgTech, or related fields
- ▶ Proven track record in developing and executing successful marketing strategies
- ▶ Solid understanding of digital marketing, brand management and market research
- ▶ Ability to analyze data and market trends and turn insights into informed decisions
- ▶ Hands-on experience with marketing automation tools and analytics platforms
- ▶ Scientific background, ideally in bioinformatics or the software market, combined with strong business acumen
- ▶ Knowledge of biology, agriculture or the food & beverage industry, and experience in remote care management, are a plus
- ▶ Experience building strong cross-functional relationships and collaborating across teams to drive strategic opportunities forward
- ▶ Outgoing personality with excellent networking skills
- ▶ Excellent written and verbal communication skills in German and English, plus strong organizational, critical-thinking and problem-solving abilities
- ▶ Strong communication and interpersonal skills
- ▶ Digital Marketing: Web Content Management, SEO, Social Media & Google/LinkedIn Ads

- Content Creation: Copywriting, visual content & basic graphic design
- Marketing Analytics: Campaign performance, web analytics & data-driven optimization

Our Offer:

- ✓ A **strategical role** with direct impact on our growth and market positioning
- ✓ The opportunity to **build and shape our marketing strategy**, rather than simply executing an existing plan
- ✓ Working in an innovative, dynamic and international company
- ✓ A combination of strategic responsibility and hands-on work
- ✓ Work-Life-balance
- ✓ Flexible working hours (full-time or part-time, mobile working partially possible)
- ✓ Family-friendly workplace
- ✓ Healthy working environment with an international, openminded and supportive team
- ✓ Ergonomic office furniture and equipment
- ✓ Continuous training, education and in-house knowledge transfer
- ✓ Fresh fruit, sweets, coffee, tea and water free of charge
- ✓ JobRad (bike-leasing)
- ✓ Company events (BBQ, company outing etc.)
- ✓ Centrally located in downtown Tübingen
- ✓ Chance to grow with us
- ✓ A working environment where new ideas and initiative are encouraged
- ✓ Salary range: €60,000–€75,000 gross per year, depending on experience and qualifications