

Job offer: PM-202109 Product Marketing Manager

We're looking for a determined and motivated **Product Marketing Manager** who will be responsible for leading go-to-market activities, competitive intelligence, messaging, and positioning of our services.

The successful candidate will help us improve **Made of Genes** market positioning and drive growth. If you're passionate about carefully reaching customer needs, and developing great marketing strategies in order to answer them, and you are also keen on personalized healthcare, we'd like to meet you!

Duties

- Support on the definition of positioning and marketing mix.
- Support on the implementation of the marketing strategies.
- Design and implementation of specialized campaigns for specific targeted customers.
- Creation and coordination of marketing tools such as: presentations, case studies, videos, reports, website copies, and blog posts, etc.
- Definition and monitoring of the customer experience cycle.
- Establish correlations between marketing activities, and revenue.
- Communicate the value of new products and services to the sales team.
- Research and examine new opportunities and the best practices in niche markets.
- Gain insight into customer use of **Made of Genes'** current products, untapped opportunities, and *buyer personas*.
- Contribute ideas for improving marketing standards and processes.

Required Skills

- BSc/MSc degree in Marketing or related field.
- Previous working experience in a similar position.
- Strong organizational skills, results-driven, and the ability to multitask.
- Creative thinker with a strategic mind.
- Ability to work effectively in a team environment.
- Professional working proficiency, written and spoken, both in Spanish and English.
- Nice to have:
 - HubSpot, Hootsuite, and WordPress
 - Passion for Health & Wellness.

What we offer

- Temporary position - Maternity leave cover - with the possibility of being offered a permanent position.
- Possibility of flexible working hours and hybrid remote work.
- Continuous learning in a company setting trends in the personalized healthcare field.
- Free molecular study including an exhaustive personalized health plan.

About us

Made of Genes is a company based in Barcelona which provides the first service to offer personalized healthcare to healthy individuals delivered by expert professionals using a systems biology approach. This approach enables the combined interpretation of multiple molecular markers such as DNA, metabolic, and immunology assays to provide actionable insights for the user's present and future health.

Personalized medicine has been integrated into our daily routine; a new paradigm of medicine based on 4 pillars: Preventive + Precise + Personalized + Participative.

Made of Genes is currently working with +10 insurers and health benefits companies, proving that our model convinces both marketing and medical directions of established players.

Our technology stack comprises a modern mobile and web infrastructure that acts as an interface to a hybrid high-performance computing cluster and big data systems.

If you are interested, please apply through the following link <https://cutt.ly/jW0qhes> with your updated CV.

Deadline for applications: **27th September 2021.**

The personal data provided will be processed by Genomcore, S.L. and limited to attend your job request and/or, eventually, manage the recruitment process for the specific position at Genomcore. You can exercise the rights listed in GDPR articles 15 to 22. For more information, please read our Privacy Policy at www.madeofgenes.com