

Marketing and Digital Communications Officer

Are you interested in innovative biotechnology in the biomedicine sector? Do you want to be part of a technological center of excellence where you can contribute and add technological value to companies and institutions, focusing on research, development and industrial innovation (R+D+2i)?

Leitat is a technological center of reference at national and European level. With more than 100 years of history, it has a team of more than 400 professionals, experts in applied research, technical services and management of technological and innovation initiatives.

We are searching for a talented **Marketing and Digital Communications Officer** for MedTech Barcelona´s, a company of Leitat, that specializes in providing cell-based in vitro tools for the ADME-Tox and DMPK segment. Its product portfolio covers essential applications in drug discovery, such as absorption studies, drug-transporter interactions, and toxicity testing. The company owns a patented technology that allows the shipment of living cells at room temperature, preserving their viability and cellular characteristics, thus streamlining logistics and reducing delivery times.

The candidate will be responsible of building and maintaining a positive image for our company, which includes designing and implementing the digital marketing strategy of the company as well as increasing the social media presence of our brand. Among other things, you will be required to manage the webpage, create original highly scientific content as well as creating marketing materials such as newsletters and brochures

To be successful in this role, you will need a deep understanding of the pharmaceutical industry. You will also need excellent written communication skills. An outstanding candidate will be someone whose knowledge translates into increased brand awareness.

Responsibilities

- Design and implementation of MedTech Barcelona's corporate marketing and communication plan.
- Lead campaigns to generate qualified leads and support business development activities.
- Update and maintenance of the corporate website content.
- Manage digital marketing efforts (SEO/SEM, social media, CRM, analytics).
- Creation of informative and promotional content in different formats (newsletters, banners, brochures and other digital and printed graphic materials).
- Writing of scientific news and press releases.
- Support the company in scientific dissemination events.
- Collaboration with sales and research teams for joint strategies.

Skills and Experience

- Expertise in the use of Google Analytics and Google Ads
- General knowledge of Search Engine Optimization and internet ranking for web content

- Good understanding of WordPress architecture
- Effective scientific writing and presenting skills in English
- Proven ability to build brand awareness and social media communities on LinkedIn

Requirements

- At least a bachelor's degree in a communications marketing-related field
- A bachelor's degree or similar in a life sciences-related field will be advantageous
- Marketing and social media experience
- Advanced English level (C1)
- Knowledge of cell biology and drug discovery as well as the pharmaceutical industry
- Good interpersonal skills and excellent collaboration and teamwork skills
- Creativity, adaptability, and familiarity with current marketing trends
- Knowledge in photography, videography and editing will be an asset
- Knowledge of graphic design and Adobe software will be an asset

Job Offer

- Immediate incorporation
- Full-time
- Flexible working hours

Interested candidates must submit their resume to lrial@leitat.org