

Position: Marketing & Content Specialist (Mid-Level)

Company: MOA

Location: Madrid / Hybrid

Industry: Industrial Biotechnology / Ingredients / Sustainability



About MOA

MOA is a biotechnology company developing sustainable ingredients through the upcycling of industrial by-products using biotechnology. We work with industrial partners to co-develop solutions that enable a more efficient and circular food system.

Role Overview

We are looking for a **mid-level Marketing & Content Specialist** with strong writing skills and hands-on marketing experience. This role is execution-focused and ideal for someone who already has experience running content and marketing initiatives independently but still wants to grow within a scaling biotech company.

You will work closely with the CEO and commercial team, owning content and supporting demand-generation activities.

Key Responsibilities

Core responsibilities (must-have)

- **Content writing & article creation**
 - Write high-quality articles, blog posts, LinkedIn content, newsletters, and marketing materials
 - Translate technical, biotech, and industrial topics into clear, engaging, business-oriented content
 - Support MOA's thought-leadership positioning
- **Marketing campaigns**
 - Execute content-driven marketing campaigns aligned with commercial priorities
 - Support lead generation through campaigns and content assets
- **Email marketing**
 - Create and manage email campaigns and newsletters
 - Segment audiences and track basic performance metrics
- **LinkedIn campaigns**
 - Manage organic LinkedIn presence and support paid campaigns

- Contribute to brand awareness and lead generation
 - **Events & fairs support**
 - Support marketing activities around industry events and trade fairs
 - Coordinate materials, messaging, and follow-up actions
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Nice to Have

- Experience working with **press or media** (press releases, interviews)
 - Experience **coordinating webinars or online events**
 - Experience creating **lead magnets** (whitepapers, reports, case studies)
 - **SEO knowledge** (content optimization, basic keyword research)
 - Experience in B2B, biotech, foodtech, industrial, or tech environments
 - Experience with paid ads campaigns (Google, Meta, LinkedIn)
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What We're Looking For

- **3–6 years of experience** in marketing or content roles
 - Strong **writing and content creation skills**
 - Hands-on, execution-oriented mindset
 - Comfortable working autonomously in a startup environment
 - Experience with email marketing tools and LinkedIn
 - Fluent in English; Spanish is a must.
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Why Join MOA

- Being part of a growing biotech company with real industrial and sustainability impact
- High ownership and visibility from day one
- Flexible remote / hybrid setup
- Clear opportunity to grow into a senior marketing role as the company scales

Send us your CV to info@moafoodtech.com and we will contact you shortly.