

Open Position at Alithea Genomics

Senior Marketing Specialist – 80%-100%

About Alithea Genomics

Alithea Genomics, headquartered in the vibrant Biopole campus in Epalinges, is an EPFL spin-off biotechnology company specializing in providing innovative transcriptomics solutions for the discovery of new biomarkers and drug development. We are committed to making an impact on biomedical research by delivering high-quality RNA-seq services and kits to researchers worldwide. At the same time, we are continuously expanding our range of high-throughput transcriptomics products and applications through ongoing research and development efforts. Our multinational team comprises passionate entrepreneurs, engineers, and scientists who are dedicated to creating new solutions and driving the growth of the transcriptomics field.

Position

We seek an experienced, proactive, and motivated individual to join our marketing team as a **Senior Marketing Specialist**. The successful candidate must have a proven track record of planning, following, and managing marketing activities and campaigns in the fields of genomics, transcriptomics, drug discovery, and/or biomarker discovery. The successful candidate will have the opportunity to propose significant changes and improvements based on their previous experience and expertise. A diverse and cutting-edge product portfolio will offer exciting challenges and opportunities to learn and explore the most suitable marketing strategies, which will be supported by the rest of the team.

Responsibilities

- Develop and implement marketing strategies to promote our RNA-seq products.
- Update and maintain the company website with new content and product information.
- Write and publish blogs, articles, and other content to engage our target audience.
- Optimize content for search engines (SEO) to increase online visibility.
- Organize and manage conferences, events, and webinars to showcase our products.
- Manage social media accounts and create engaging posts to build our online presence.
- Collaborate with the R&D team to understand product features and translate them into compelling marketing messages.
- Propose and implement significant changes and improvements based on previous experience and expertise.

Qualifications

- Proven track record in planning, following, and managing marketing activities and campaigns in genomics, transcriptomics, drug discovery, and/or biomarker discovery.
- Experience in the field of next-generation sequencing (NGS), ideally RNA-seq, single-cell, and/or bulk sequencing.
- Excellent writing and communication skills, essential for drafting effective marketing messages and news.
- A remarkable sense of aesthetics and intuition for what looks good and is catchy to a scientific audience.
- Strong organizational and project management skills.

- Ability to work independently and as part of a team.

Location

Option 1: onsite - Biopole, Epalinges, Switzerland.

Option 2: Fully remote work possible.

How to apply

To apply, please send your CV and Cover Letter to **rdainese@alitheagenomics.com**

For more information about Alithea Genomics, please visit our website, www.alitheagenomics.com.