Head of Marketing & Communication

The position:
As the head of Marketing & Communication you will plan, design, and execute the marketing and communication programs to support worldwide sales goals. You will work in close collaboration with global Sales and Product Management. You will maintain and develop relationships with editors, writers and agencies.

The position requires that you have a background within Life Sciences, some years of industrial experience within marketing and/or communication. You must be commercially focused and possess outstanding interpersonal and communication skills. You will be thoroughly trained and supported by the Sales & Marketing team in Vedbaek, Denmark. The Marketing & Communication group furthermore consists of a Digital Marketing Manager, a Sales & Marketing Coordinator as well as a number of students.

Location:
Vedbaek, Denmark

Main tasks:
- Develop and execute the annual marketing and communications plan and budget to support worldwide sales goals.
- Assist in developing marketing programs to identify leads for increased sales.
- Work closely with product managers and R&D to coordinate product launches.
- Manage and drive larger projects such as webinars, catalogue updates etc.
- Conceive, write and/or edit, as well as typeset, design and proof-read sales and collateral materials, customer application stories, and technical articles, etc. in support of above projects. May involve producing materials in multiple languages to support international operations.
- Oversee and drive the creative development and monitor metrics for the website to assure continuity of contents, appearance and increased traffic.
- Oversee and drive our social media marketing strategy.
- Negotiate contract terms with (external) advertising agencies, publishing companies and other vendors.
- Manage in-house resources as well as (external) agencies, publishers, and vendors on new or on-going campaigns/projects.
- Produce literature, e-talks, advertisements, publicity, technical articles, trade shows, direct mail, web site, or other as may be needed to support promotional activities.
- Manage the annual trade show program and schedule.

Qualifications and experience:
- Experience in marketing and/or communication from the Life Science industry and with some managerial/supervisory experience.
- Minimum bachelor degree in Life Sciences.
- Outstanding interpersonal skills, and great personal impact.
- You are able to work effectively with many organizational interfaces.
- Excellent English oral and written communication skills.
- Ability to effectively work on and manage many priorities at one time.
- Highly self driven with a strong motivation to succeed.
Compensation
We offer an independent, responsible and very important position in an interesting and ambitious Life Science company. We have flexible working hours, and you will be offered a compensation package corresponding to your qualifications, including incentives.

Application
For further information regarding the position, please contact SVP Sales & Marketing Henrik M. Pfundheller at +45 45650420 or by e-mail at hmp@exiqon.com. Please send your application, earliest start date and CV by e-mail to ds@exiqon.com. Mark the e-mail "Head of MARCOM". The application must be written in English.

About Exiqon
Exiqon’s products are based on the proprietary LNA™ technology. This technology offers unique advantages for detection of miRNA biomarkers for life science researchers, drug developers and cancer treating physicians working towards personalizing medicine. Exiqon operates in two business areas:
Exiqon Life Sciences has established a position for itself as one of the market’s leading providers of miRNA research products for miRNA analysis in cells. Our research products are used by academia, biotech and pharmaceutical companies around the world to make groundbreaking discoveries about the correlation between gene activity and the development of cancer and other diseases. Exiqon Life Sciences is also collaborating with pharmaceutical companies in their effort to develop new medicines based on miRNA as biological markers.
Exiqon Diagnostics collaborates with pharmaceutical and diagnostic companies to develop novel molecular diagnostic tests for early detection of diseases which can help physicians make treatment decisions. Exiqon is listed on the NASDAQ OMX in Copenhagen. For more information about us, please visit www.exiqon.com.