



## MARKETING CONTENT MANAGER

Sengenics, a fast-growing biomarker discovery company, is seeking an experienced Marketing Content Manager with an editorial mindset who strives to understand what scientific audiences consume and how to create it.

As the Marketing Content Manager, you will play a critical role in bringing Sengenics content marketing strategy to the next level. This role reports directly to the Director of Global Marketing.

### Key Responsibilities

- Develop, produce, and promote content such as web copy, case studies, whitepapers, eBooks, videos, social media content, and email marketing messages.
- Ensure that content is keyword-rich and optimized for search engines.
- Emphasize UVP in marketing message.
- Create a content strategy that supports educating our customer base, developing thought leadership, building brand awareness, driving traffic, nurturing leads, and closing sales.
- Create content performance metrics to track progress.
- Stay up to date with the latest industry trends and customer challenges in order to build a more effective content strategy.

### Requirements

- Bachelor's degree in the biological sciences.
- 4+ years content marketing experience in the life sciences industry.
- Excellent writing and editing skills.
- Team player who thrives in a fast-paced, ever-changing, high-growth environment.
- Experience with successful cross-functional communication.
- Excellent communication and interpersonal skills are essential.