

Product Marketing Associate – Cell Analysis (m/f/d)

Freiburg im Breisgau, Germany

CYTENA is a young and fast-growing high-tech start-up dedicated to cutting-edge single-cell and liquid handling technology for lab automation in Freiburg. More than 15 of the top 25 pharma companies use our products to generate cell lines for the manufacturing of biologicals. Since 2019 CYTENA is part of the CELLINK Group.

CELLINK is a global leader in developing and delivering life-science solutions, equipping hundreds of labs and thousands of scientists worldwide with cutting-edge technologies that fuel groundbreaking scientific breakthroughs. We are driven by three mantras: **passion, inspiration, and persistence.**

Our marketing team focuses on improving visibility of our brands and products and works closely with our sales organization with the overall goal to increase the proliferation of our technology and drive revenue. If you have a keen understanding of scientific principles are passionate about marketing and communications, highly organized, creative and are a team-animal, then you are the one we are looking for!

Job description

We are looking for a **Product Marketing Associate – Cell Analysis** to support our rapidly growing global marketing team with meaningful content and materials for our innovative cell analysis portfolio. We promise that you will get an experience of a lifetime working with some of the most brilliant minds at a company that invests aggressively in high-caliber resources and product development.

Responsibilities

- Create engaging content across multiple channels that effectively position our product portfolio, applications and workflows of cell analysis (specifically live cell imaging)
- Work closely with core marketing team to develop effective campaigns and activities focusing on cell analysis products and workflows
- Develop sales tools including but not limited to brochures, blog posts, white papers and landing pages
- Support positioning of products within our cell analysis (and more specific live cell imaging) portfolio
- Keep up with the scientific literature to identify new trends and areas of research and development
- Keep up with application related news and articles to create state-of-the-art application and workflow related content
- Outstanding written, verbal communication and interpersonal skills
- Excellent organizational and project- and time-management skills

- Market analysis and suggestions to Product Management for innovative application work
- Research and identify new marketing opportunities

Qualifications

- MSc or PhD in life sciences with focus on cell biology, molecular biology, microscopy, bioprocessing or any related field
- Previous technical expertise working in the laboratory, in the biotech field is preferred
- Experiences with Microscopy/Cell Imaging is preferred
- Marketing experience in life science and biotech industry preferred
- Ability to build and maintain internal relationships within the organization
- A keen understanding of issues faced by scientists in the lab
- Proficiency in MS Office
- Business fluent in German and English

Do you want to join a company that develops sophisticated, cutting-edge products for the life science industry? Do you love to work in an interdisciplinary and international team of highly skilled, young, and energetic people? Make an impact and come to sunny Freiburg to join us building the lab instruments of the future!

Please send your comprehensive application, including job title, your salary expectations and the earliest possible starting date, as a single pdf-file by e-mail to: careers@cytena.com



At CYTENA, we don't just accept difference – we celebrate it, we support it, and we thrive on it for the benefit of our employees, our product, and our community. We are an equal opportunity workplace and will always pride ourselves on being a collaborative environment.

Become part of the CYTENA story!