

Curetis, a young, publicly traded molecular diagnostics company based in Holzgerlingen near Stuttgart, Germany, specializes in the development and marketing of reliable, fast and cost-effective solutions for the diagnosis of serious infections. Our Unyvero product line allows for the detection of pathological microorganisms and their antibiotic resistances in a variety of different patient samples within a few hours — a process that takes days or even weeks with other procedures. Since 2012, we have marketed this cartridge-based molecular diagnostics platform with a constantly growing portfolio of applications for the syndromic testing of hospitalized patients with severe microbial infections.

Due to our significant growth and market expansion plan for Unyvero applications, we are looking for:

Head of Marketing (m/f)

This is a permanent and full-time position at our Headquarters in Holzgerlingen in Germany. The Head of Marketing will report to the Director of Commercial Operations EMEA.

Your Responsibilities...

The successful candidate will lead and be responsible for the Europe Middle East and Africa (EMEA) marketing activities, including market analysis, strategic and tactical marketing plans to ensure early adoption and growth of the company's commercialized and in-development products.

You will have strong experience in marketing In-Vitro Diagnostic product launch, product life cycle management and innovative brand strategy using the right marketing mix.

Leading a team of Marketing Support Managers, you will be accountable for the development and implementation of the marketing plan and budget with regular communication with the Senior Leadership Team.

The role will involve supporting the sales team through adequate development of sales tools, promotional materials, training program and marketing campaigns to deliver the company revenue goal.

You will engage with key clinicians, academics and commissioners to gather continuous intelligence on product performance, competitor activities and customer needs to ensure the brand positioning is adequate in a fast changing market.

You will develop, implement and continuously improve effective and compliant marketing processes to ensure fast and efficient marketing operations.

You will lead effective cross-functional collaboration and enforce compliance of all marketing operations to Curetis Code of Conduct and all applicable laws and regulations

Your Qualification & Experience...

- Life Science degree with focus on clinical microbiology; PhD or Marketing Qualification
- A minimum of 5 year experience in Marketing IVD Products
- Experience of Key Opinion Leader development ideally within the European Market.
- Experience of working with global team and Scientific Affairs internationally a plus
- Excellent conceptual, strategic and analytical skills with the ability to design implement robust marketing plan and forecast ROI
- Good project management skills with the ability of prioritize and multi task
- Strong collaborative skills and ability to work well with internal cross-functional teams and external stakeholders.
- Flexible "can do" attitude needed to thrive in a young and fast growing company
- Confident and respectable demeanor in direct conversations and during lectures and presentations
- An independent and reliable way of working
- An open and communicative mind-set and approach
- The conscious decision to work as a team player in an innovative and dynamic smaller company
- Business-fluent knowledge of written and spoken English. Knowledge of German is an advantage, but not a strict requirement
- Professional knowledge of current office software applications (MS Office)
- Willingness to travel for up to 40% of the working time

Your benefits...

- Varied and exciting challenges in one of the most innovative and rapidly growing segments of the healthcare industry
- Working in a young, dynamically growing company with short decision pathways and a flat hierarchy
- A prominent position with highest visibility and many opportunities to network externally as well as internally
- An attractive and competitive compensation package

We look forward to receiving your detailed application in English or German. Please include the reference number 111074 and preferably submit it electronically to hr@curetis.com

Postal address:

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Human Resources Department
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