

Vacancy for a position as Online marketer and communication

0.6 – 0.8 FTE

COMPANY:

Diagnoptics Technologies BV (www.diagnoptics.com) is a medical technology company with its head office located in Groningen, the Netherlands. Diagnoptics develops and markets a non-invasive diagnostic technology that can assess the tissue accumulation of AGEs (Advanced Glycation Endproducts) based on optical detection of skin auto-fluorescence. Diagnoptics is a spin out company of the University Medical Center Groningen (UMCG) and is currently one of the fastest growing life science companies in the Netherlands.

Since 2006 the AGE Reader provides clinical physicians worldwide with an immediate cardiovascular risk assessment that is essential in diabetes management. A few years ago Diagnoptics introduced the AGE Reader mu for general practitioners and diabetologists. The same technology is now used to measure biological age as part of a new line of non-medical products.

Diagnoptics markets these products globally through a network of international distributors and strategic partners. Our office in Groningen is primarily concerned with R&D, monitoring of manufacturing, marketing, sales & servicing.

JOB DESCRIPTION:

As a member of our commercial team you will be responsible for the online marketing of our products with a specific focus on our latest product, the AGE Scanner mini. Together with the commercial manager you will develop an online marketing strategy for Diagnoptics which you will execute. In addition you will play an active role in the corporate and customer communication and creating of new marketing materials.

Main tasks:

- Management and optimization of Diagnoptics websites.
- Prepare online marketing strategy for new product: AGE Scanner mini.
- SEO and SEA.
- Develop channels for direct online sales.
- Management of social media channels

Diagnoptics first offers a 6 months contract for this position.

DESIRED SKILLS AND EXPERIENCE:

The position of Online marketer at Diagnoptics offers a fantastic opportunity for a candidate with the following skills and experience:

- Minimum level of education: Bachelor degree in (online) marketing
- Preferably 1-2 years of experience in online marketing
- Experience with Google Analytics and Google Adwords
- Creative as well as thorough and analytical
- Self-starter
- Entrepreneurial attitude
- Dutch and English language speaking and writing
- Affinity with health related products is a plus

MORE INFORMATION

For more information about this vacancy please contact Jasper Dijkstra (commercial manager) via info@diagnoptics.com, +31 (0)50 5890612. Acquisition in response to this vacancy is not appreciated.