



# Amphasys AG

*Reinventing Single Cell Analysis*

We are an innovative and globally active high-tech company, specialized in cell analysis with a focus on the seed and food industry.

We believe that cells hold the key to a sustainable future. Our mission is to unlock the full potential of cellular applications by providing innovative and mobile cell analysis solutions based on our patented microchip technology.

To further increase the reach, visibility and impact of our brand and products we are looking for an experienced

## Marketing Manager (50-80%)

In this versatile function you will be part of the Sales & Marketing team. In close collaboration with our Head of Sales and Marketing and the Digital Marketing Manager, you are responsible for a coherent internal and external appearance and communication and to create and deliver marketing campaigns to support the expansion and growth of our services and products. Among others, your main tasks include:

- Develop and execute the marketing strategy
- Develop activities and concepts for content, UX and lead generation along the sales funnel
- Create, implement, and manage reporting and performance metrics
- Take the responsibility for corporate communication strategy
- Establish corporate identity guidelines
- Manage and execute the marketing plan with all marketing and communication activities
- Coordinate with the Sales team and support sales activities

We are looking for an open-minded, passionate person with strong communication skills. You are well organized, structured and you possess a conceptual mindset. You enjoy planning and creating target-group-oriented content for a scientific audience and are proficient in the necessary tools. You are a strong implementer, and you know how to handle all marketing tools, online and offline. The ideal candidate will bring the following experiences and qualifications:

- Master's degree in Marketing or similar education
- Several years of working experience, preferably in a B2B business
- Experience in management of websites and CMS systems
- Experience with Google Analytics, SEO, Adobe programs
- Excellent skills in English and German, any other languages are of major advantage
- Entrepreneurial spirit, communicative and people-oriented personality

What we offer:

- A versatile work environment in a young, emerging company with an enthralling technological background
- An interdisciplinary and exciting working atmosphere, close to the management, with the potential for professional development
- A modern workplace at Technopark Lucerne with great infrastructure and easy accessibility

Are you interested and committed to play a crucial role for the success of Amphasys? Then we are looking forward to receiving your application including CV, motivation letter, references, and educational certificates, which you please send by e-mail to [joerg.schricketl@amphasys.com](mailto:joerg.schricketl@amphasys.com).