

Head of Marketing (Maternity Cover)

Ellegaard Göttingen Minipigs A/S is looking for a Head of Marketing to be responsible for our B2B marketing and external communication both on a strategic and hands-on level. The position is referring directly to the CEO with no direct reports.

Ellegaard Göttingen Minipigs A/S is the leading global breeder and supplier of Göttingen Minipigs for biomedical research and likewise conducts related research services. Our unique brand is based on a strong scientific approach, and we are in the process of expanding our international activities and research services into all major R&D markets, including the US and China. Our purpose is to enable development of safer and more effective medicines, and we do this by setting high standards and honouring our values: Animal Welfare, Quality, Respect, and Collaboration.

Your primary tasks and responsibilities:

- Producing high-quality marketing content from A to Z, such as our Göttingen Minipigs Magazine, scientific brochures, and news updates for our digital platforms
- Being our website and SoMe editor incl. statistical evaluations
- Planning and executing digital marketing campaigns across all platforms
- Being event coordinator, including planning and organizing online and physical scientific meetings, webinars and conference participation for our scientific staff
- Managing lead generation through our marketing automation set-up in close cooperation with sales
- Coordinating our activities and internal goals towards the UN Global Goals for Sustainable Development
- Communicating on marketing matters with stakeholders and customers

We offer:

- an exciting, constantly developing international workplace focusing on the welfare of our animals as well as our employees within a nice and informal working environment
- a full-time 12-month maternity cover
- a competitive salary package with health insurance and pension scheme

The daily workplace is in Dalmose outside Slagelse, with limited travel activities. We would like to welcome you on 1 October 2021.

We expect that you:

- hold a relevant degree within marketing and/or communications and preferably have relevant work experience
- have a strong digital mindset and profound knowledge of CMS systems, CRM processes, and Adobe Suite
- have an enterprising, creative and sharp quality-minded approach that also inspire others
- are a proactive, service-minded and flexible colleague with a high drive and good humour
- work hands-on with your tasks and responsibilities
- have excellent communication skills and are fluent in English and Danish, written and verbally
- work independently and are able to make the right prioritizations in an active, cross-functional and busy working environment

More information and application

Read more at

www.minipigs.dk or get additional information about the position by contacting CEO, Lars Friis Mikkelsen, phone +45 2182 2172.

Application and CV

plus relevant attachments in English or Danish should be emailed to HR@minipigs.dk marked "Head of Marketing" no later than 12 August 2021.

