

Marketing Specialist for HMOs with ambition to grow a new business (m,f,d)

Location: Germany : Rheinbreitbach / Bonn as main work place with home office days possible
Country: Germany



Do you dream of a global work horizon where you can be part of setting the agenda?

We work to improve food and health, and our natural ingredients are consumed by more than 1 billion people every day. As a global market leader in bioscience, we have the opportunity to address important global challenges such as food waste, healthy living, sustainable agriculture – and we need the brightest and most passionate people on board to succeed. Want to join us?

The team for you to join

As Marketing Specialist you will have the great opportunity to build the marketing path for our new HMO business unit. You will be reporting to the Senior Commercial Development Manager and be part of the commercial team. Not only do you bring marketing experience and have worked with agencies, you also have great English communication skills as you will be interacting with people at all levels of the organization and colleagues around the world. As we are building a new business area and team, we have a “hands-on” mentality and are looking for people who are self-starters and like to bring in their own ideas.

What would your role look like?

You will be working at the HMO Business Unit in Chr. Hansen (Jennewein Biotechnologie GmbH), located in Rheinbreitbach, close to Bonn. This business unit is focussed on HMOs and recently became part of the Chr. Hansen “Health and Nutrition” division.

In your role, you will be responsible for all rebranding activities post-acquisition. Starting from building the corporate identity and branding story, to gaining market understanding and execution of marketing material development and production (off- and online). For this, you will bring experience in working with agencies on marketing material and creating online content. You will further be working in close contact with corporate communications, sales and medical affairs.

Who are we looking for?

You have a bachelor degree (Business Administration, Marketing and/or Marketing communication), minimum of 5 years work experience in marketing - preferably in biotechnology, OTC or pharma - driving the entire marketing communication from market insights generation and branding work to marketing material production. You can show a strong track-record in creating compelling B2B communication both online and offline – further B2C experience is a plus. Interest in, and basic understanding of, scientific processes supports you in your daily work.

Further you have:

- Strong project management skills, including project planning, coordination and stakeholder communication in an international organization
- High analytical skills of market data
- Strong ability for innovative thinking and creative execution

- Excellent presentation and communication skills

Personally you are a self-driven, energetic and pragmatic team player. You have an affinity for working in high-paced, dynamic environment. As our team is very international, you are fluent in English.

What we offer you?

We offer you a great place to work in a global organization, with the opportunity to be part of a new team, committed to support the business and give customers the best solutions for their product portfolio. We appreciate highly skilled employees and strive to make it an exciting and fun place to work.

If you have any questions about the role, feel free to contact Veronika Mueller-Wigger by e-mail: DEVEWI@chr-hansen.com or career@jennewein-biotech.de.

Deadline for applications (in English) is January 29, 2021. But please submit your CV and cover letter, including your salary expectations, as soon as possible since we will be processing incoming applications continually.

Do you know someone?

If it is not the job for you, but perhaps you know someone who might fit and be interested, please share this job link to him/her. Thank you for your referral.

About Chr. Hansen and Jennewein Biotechnologie GmbH

Chr. Hansen is a global, differentiated bioscience company that develops natural ingredient solutions for the food, nutritional, pharmaceutical and agricultural industries. At Chr. Hansen we are uniquely positioned to drive positive change through microbial solutions. We have worked for over 145 years to enable sustainable agriculture, cleaner labels and healthier living for more people around the world. As the world's most sustainable food ingredients company, we touch the lives of more than 1 billion people every day. Driven by our legacy of innovation and curiosity to pioneer science, our purpose – To grow a better world. Naturally. – is at the heart of everything we do.

Jennewein Biotechnologie GmbH, recently acquired by Chr. Hansen, is a science-based company in the field of industrial biotechnology. We specialize in the development of new processes for the identification, characterization and production of scarce, functional monosaccharides and oligosaccharides. Our main focus is the production of sugar molecules with attractive health benefits.