

## OUR PROFILE

"We are a young and growing biotechnology company with over 30 employees based in Wildau, near Berlin. We develop innovative new methods for

analyzing the DNA of microbes that live in and on the human body. The result is personalized microbiota profiles, which provide our customers with individual recommendations for enhancing their quality of life. INTEST.pro is our first product, focusing on the gut flora."

Learn more on our website: [www.biomes.world](http://www.biomes.world)

**We're looking for you**

# Marketing Specialist (m/w/d)

**fulltime**

BIOMES is embarking on an exciting journey of international expansion after establishing its presence in the DACH region. As we venture into new markets, we remain dedicated to strengthening our core business in the region, through our B2C e-commerce website.

We are seeking a passionate and curious Marketing Specialist to join our dynamic team and manage our growth initiatives for the DACH e-commerce.

With new projects, channels, and a team restructuring underway, this is a pivotal moment to come on board and make a substantial impact. Join us in this exciting phase and be a key player in shaping the future of BIOMES.

### What We're Looking For ?

We are looking for a Marketing Specialist who brings holistic experience in B2C marketing, digital marketing, social media, and ecommerce.M!

Moreover, we need someone with a strong data-driven approach. The ability to analyze marketing data, derive actionable insights, and optimize strategies based on these insights is essential.

**YOUR ROLE** "We trust your experience and just want to briefly describe what you can expect with us:"

**Goals:**

- Drive and implement German eCommerce and online marketing strategies in collaboration with our Head of Marketing Europe.
- Strengthen existing channels, deploy new initiatives, and implement company-wide product and strategy changes in the marketing arena.
- Ensure all marketing efforts align with our company goals and values.

**Missions:**

Coordination	Collaborate with external agencies and freelancers for email marketing, SEA, Meta ads, affiliation, PR, and graphic design.
Campaign Development	Develop and execute innovative marketing campaigns to attract and engage customers.
Performance Analysis	Continuously analyze and optimize marketing performance to improve key metrics and drive growth
Email Marketing	Enhance email marketing through increased segmentation and personalized content.
Content creation	Contribute to content creation (copy, storytelling, mails, landing pages, social media posts) on a needs basis, and help manage external partners working on this topic.

**YOUR PROFILE**

- **Minimum of 3-5 years in a marketing role, with a strong focus on B2C e-commerce.**
- A holistic understanding of B2C online marketing strategies, with demonstrated experience in **as many of the following as possible** (of course, feel free to apply, even if you don't match 100%):
  - Email marketing and automation (e.g., Mailchimp, Klaviyo, Zoho).
  - Partnerships, influencer marketing, and affiliate programs.
  - Social media advertising (e.g., Facebook Ads, Instagram Ads).
  - Search engine advertising (SEA) and search engine optimization (SEO).
- Proven track record in developing and executing successful marketing campaigns.
- Proficient in learning and utilizing new tools, automation, and no-code solutions to enhance marketing efforts.
- Strong experience with e-commerce platforms (e.g., Shopify), integrations, landing pages, and overall funnel management.
- Solid understanding of analytics tools (e.g., Google Analytics, Ads) to track and optimize campaign performance.
- Proven experience in managing external agencies and freelancers.
- Strong project management skills, with the ability to oversee multiple projects and timelines effectively.
- Fluent in German and English, both written and spoken.



## OUR BENEFITS FOR YOU

- **Respectful Company Culture:** Engage in meaningful work on interdisciplinary projects within an international team, fostering a warm and appreciative environment.
- **Modern Workspace:** Enjoy a new open-space office equipped with high-quality tools and dedicated social areas.
- **Flexible Working Hours:** Benefit from various working time and vacation models, including home office options and flex-time arrangements.
- **Mentorship,** personalized support and exciting growth opportunities, combined with continuous learning through our company intern Skill Exchange Network.
- **30 Days of Vacation.**

**Are you interested?**

**Apply now: [jobs@biomes.world](mailto:jobs@biomes.world)**