

## Open position: Marketing & Communication

Haelixa is a multi-award winning, fast-paced ETH spin-off providing DNA-based solutions for reliable traceability of products and raw materials across the supply chain. By fostering the development and market deployment of next generation DNA markers, we contribute to greater supply chain transparency and sustainability. We are currently looking for a new team member to join us on our journey!

**Schedule:** Part time (40-60%) from September 1<sup>st</sup> 2019 or other mutually agreed date

**Location:** Zurich, Switzerland

### Responsibilities:

- Build strategies and tactics to spread the word about Haelixa and drive qualified traffic to our company
- Manage content creation for our company's social media accounts, including organizing cross-platform content strategies
- Explore various organic and paid acquisition channels – content creation, content curation, pay per click campaigns, lead generation campaigns, etc.
- Measure and report performance of sponsored campaigns and company website by using social media metrics and proprietary site analytics
- Build strategic relationships with media industry players (e.g. publishers, thought leaders, online media)
- Create and grow a database of contacts in the offline and online media space
- Help improve our web-site user experience
- Take the lead in creating compelling printed marketing material (e.g. brochures, event banners, etc.)
- Act, learn, grow and have fun!

### Requirements:

- Background in marketing, communication, business administration or economics, with a focus on marketing
- 2-3 years of marketing experience, or in a related field preferred
- Passionate about working in a dynamic start-up environment
- Able to grasp technical concept and benefits of our business
- Excellent verbal and written communication skills both in English and in German
- Familiarity with mainstream social/video media platforms, including but not limited to LinkedIn, Facebook, Twitter and YouTube
- Experience with photo-editing and video-editing software. Knowledge of Adobe Photoshop and Adobe Suite Products, or comparable software
- Creative self-starter who is willing to take initiative and work in collaboration
- Strong planning and organizational skills
- Ability to adapt to last minute changes and quick project turnaround
- We value a good sense of humour
- As we plan to build our SOLA-stafette run team (<https://asvz.ch/event/412-sola-stafette>) by 2020, the faster you run, the better!

Send your CV by email: [info@haelixa.com](mailto:info@haelixa.com)

We look forward to your application!

As seen on:

