

Campaign Manager (m/f/d) – Purification

We're looking for a Campaign Manager (m/f/d) - Purification to strengthen our Marketing team in Monheim.

At **Cube Biotech**, we specialize in high-quality protein purification and stabilization technologies. Our customers range from leading pharmaceutical and biotech companies to academic research labs worldwide.

We're growing fast and need a creative mind to help bring our innovations to life—visually and conceptually. If you love turning complex scientific ideas into compelling visuals and content, we want to hear from you!

Role Purpose:

As **Campaign Manager**, you are responsible for planning, executing and scaling strategic marketing campaigns for our core business areas **Purification**.

Your role is to translate scientific products and applications into clear, compelling market stories and high-performing, multi-channel campaigns.

You act as the central orchestration layer between Product Management, Brand, Digital Marketing, Sales and external partners.

Your responsibilities:

- **Planning, coordination, and management** of marketing campaigns for the Protein Purification portfolio, from initial concept to final delivery and handover to execution teams.
- **Close collaboration** with **Product Management, Brand & Communications, Digital Marketing, and Sales** to translate product and application information into clear and structured campaign concepts.
- **Creation of campaign briefs**, including definition of objectives, target audiences, key messages, required assets, and alignment across relevant stakeholders.
- **End-to-end project management** for campaigns and smaller product launches: establishing timelines, coordinating milestones, aligning priorities, and removing blockers.
- **Structuring of content requirements** to be executed by the Brand & Communications team (copywriting, design, social media).
- **Definition of content and asset needs** for each campaign (e.g., web content, social media posts, flyers, presentations, ads) and provision of accurate input to Brand & Digital teams.
- **Support for Product Management** in the development of sales enablement materials (messaging sheets, key benefits, application use cases).
- **Monitoring of campaign performance** using defined KPIs (e.g., engagement, traffic sources, lead quality) and formulation of optimization recommendations.
- **Alignment of all involved teams** (Product Management, Brand, Digital and Sales) through structured status updates to ensure smooth execution across all project stages..

Your Profile:

- You hold a Bachelor's or Master's degree in Marketing, Life Sciences, Biotechnology, or a related field.
- 3-5 years of experience in marketing, preferably within the scientific industry (e.g., Biotech, Pharma).
- Proven experience in developing and executing multichannel marketing campaigns (LinkedIn, webinars, events, email, paid media).
- Strong background in product marketing and brand positioning.
- Ability to translate complex scientific products and applications into compelling market stories.
- Solid experience in KPI tracking, performance analysis, and continuous campaign optimization.
- Proactive and self-driven with a strong ability to take initiative.
- Demonstrated creativity and innovation in designing and executing marketing campaigns.
- Exceptional communication skills, both written and verbal, in English and German.
- Team-oriented with a results-driven approach.

What we offer

- An exciting role in an international and future-oriented industry
- A supportive working environment with flat hierarchies and short decision-making processes
- Diverse professional development opportunities within a collaborative team
- Flexible working hours
- Regular training opportunities
- Subsidized canteen for a balanced lunch break
- Free drinks and fresh fruit at the workplace
- Regular company events such as summer parties, team outings, Christmas parties, etc.

Ready to Make an Impact?

At Cube Biotech, we believe in **fairness, inclusion, and creativity**. We're committed to fostering an **open, respectful workplace** where every voice is valued. No matter your background—we want your **ideas, talent, and passion for science!**

Send your application to karriere@cube-biotech.com—we can't wait to meet you!

Contact Person: Ms. Cao / Human Resources