



LOCATION: Uppsala, Sweden

Marketing Manager

Scienta Omicron is a leading innovator in surface science and nanotechnology. We provide top capabilities in electron spectroscopy, scanning probe microscopy, and thin film deposition, all in ultra-high vacuum (UHV). Focusing on the race for new unique materials and solutions, in areas like – smarter batteries, next-generation electronics, quantum technologies, solar energy, intelligent sensors, and advanced materials Scienta Omicron drives surface science towards the future.

Scienta Omicron traces its origins back to the Nobel Prizes in 1981 for Electron Spectroscopy and 1986 for Scanning Probe Microscopy. Scienta Omicron is a fully owned subsidiary of Scienta Scientific AB, with main sites in Uppsala, Sweden and Taunusstein, Germany, and regional offices in USA, China, and Japan.

Are you creative, organised, and motivated to lead marketing promotional activities in a global organisation with a strong technical focus?

As the Marketing Manager, you will lead the development and implementation of Scienta Omicron's marketing. This includes promoting our products and capabilities through all media and supporting our brand. In this role, you will work closely with internal stakeholders such as, our regional sales and service teams, our business group managers, and product managers to develop and implement marketing communications suitable for our product and markets.

Role and responsibilities

As the only marketing role within the business, you will have a strong influence on how we promote our products and brand. You will work with internal and external partners to develop marketing programs consistent with our global communications plan and branding guidelines, provided by you. Helping to prepare central, regional, and business-unit marketing budgets, and to coordinate spend and progress against the marketing plan to gain maximum impact is also part of the job.

You will manage a powerful website, personally adding and updating dynamic content, understanding site analytics and driving SEO to increase traffic.

Editing and supervising production and distribution of sales collateral and promotional materials such as brochures and conference posters, to aid sales and marketing programs globally as well as generating materials in-house where possible, is a part of this role, as is maintaining a document management system to ensure all materials remain updated and relevant.

For this role you need to be a comfortable communicator, editing and publishing press releases and owning all social media channels, including creating and uploading content and responding or reacting to messages. You will search for market and customer news and use this to create compelling content to promote Scienta Omicron.

As the person responsible for our corporate identity, you will ensure consistent branding and messaging across businesses, product lines, and regions, for internal and external use.

Who are you?

We believe that you are a passionate and result driven person with previous experience in a similar role and are used to working towards deadlines and KPIs. Furthermore, you are comfortable with planning and executing promotional and advertisement campaigns, both digital and print. You have experience and a good understanding of website content management systems (ideally Pimcore). Other tools we use are SEO, Google Analytics, PPC, Email marketing, and social media so strong experience in those will go a long way in this role. You are comfortable working independently and have the ability to influence others towards common goals. We are certain you are no stranger to CRM systems, marketing automation tools, and data protection regulation compliance. You will have experience with desktop publishing software to produce professional marketing materials. As the majority of our marketing content is published to a global audience, and since you will be working with international colleagues, you must have perfect spoken and written English. It would also be an advantage if you are able to speak Swedish, mainly for social interaction with colleagues. You should of course be resident in the greater Uppsala area and have the necessary work permits.

Application and questions

Please send your application to Filippa Sjölin, HR Manager filippa.sjolin@scientascientific.com by the **September 25th**. Mark your email with "Marketing Manager".

For questions regarding the recruitment process please contact Filippa Sjölin, HR manager, filippa.sjolin@scientascientific.com. For questions regarding the position please contact Phil Pickering, Global Sales Manager phil.pickering@scientaomicron.com

We are looking forward to you application!