

## Alphalyse

### E-commerce manager – international marketing

Do you want to join a fast growing international biotech company? Alphalyse is looking for a key member to join and head our E-commerce department situated in Odense, Denmark.

We have grown by more than 25% per year for the last three years, and expect to continue this growth for the years to come. We do not have traditional sales people visiting customers, but rely on our unique sales concept based on E-commerce. The potential is huge and you are going to be a key employee in the development of our marketing department.

You will be responsible for all our marketing activities with focus on planning, execution and follow up on direct e-mail campaigns, social media (LinkedIn, Twitter etc.), Blog and newsletters. Many of these activities involve third-party partners (web-bureau, designers, software development) and you will be responsible for communication, planning and coordinating all outsourced tasks. Many of these activities will be conducted in close collaboration with your colleagues from the lab and with management.

#### **About you:**

We expect that you have the newest knowledge and experience using the internet for international sale and marketing. You are a team-player, with a drive and personal ambition to bring forward projects. Your education is not as important as your experience with E-commerce in an international setting. You should not only be interested in execution but also the monitoring of our activities, so that we can spend our time and effort on doing more of the things that generate the most growth.

It is a key requirement that you are fluent in spoken and written English.

#### **Responsibilities:**

- Direct mail campaigns – planning, execution and monitoring
- Newsletters
- Blog
- Social media – LinkedIn, Twitter etc.
- Updating of website and web-shop
- SEO
- Google Analytics
- Google AdWords and other adds
- Optimising our CRM system
- Integration of CRM and economy system
- Planning marketing activities when launching new products and services
- Customer and market surveys

### **About Alphalyse**

We are a young company with employees who come to work every day because it is exiting, challenging and a fun place to be. Most of our employees have a science background, and we put great efforts in the individual training and development through internal and external training and courses. We earn our living by providing top-class protein analyses to customers all over the world. Our customers use the results we provide, in the development and production of protein based drugs and vaccines.

For more information about Alphalyse and our protein analyses, please visit our website [www.alphalyse.com](http://www.alphalyse.com). For more information about this position please contact Ejvind Mørtz, +45 63106504. We would like your application, including CV and personal letter with motivation, as soon as possible and no later than October 1st. 2015.