



*Would you like to contribute to getting critical drug products to market in order to improve the quality of life of patients? Would you like to be part of an international, fast-growing and science-based team? With our growing business, we are now looking to expand our Marketing team!*

*Lighthouse Instruments is the world leader in laser-based headspace analysis of pharmaceutical products. We provide laboratory measurement services, laboratory instruments and 100% automated inspection systems for use in all phases of the pharmaceutical product life cycle. Lighthouse Instruments Headquarters, R&D, and manufacturing are located in Charlottesville, USA. Lighthouse Instruments BV, located at the Amsterdam Science Park, supports the sales and marketing of the Lighthouse Instruments product lines and is supplier of laboratory services to customers in Europe. The Amsterdam team currently consists of 30+ people serving the pharmaceutical industry and supporting the EU Sales Team (based around Europe).*

## **LIGHTHOUSE Instruments BV Amsterdam is looking for a Marketing Specialist**

### **POSITION PURPOSE:**

The Marketing Specialist is a part of the Marketing Operations under the Product Marketing team and is responsible for helping accelerate business for developing, executing and monitoring marketing programs and campaigns across various channels. The Marketing Specialist will support the Marketing Operations team across activities such as the email campaigns' design, launch and tracking and should be familiar with digital platforms and data analysis processes. Moreover, the Marketing Specialist will be involved in the planning and promotion of exhibitions, conferences and workshops and coordinate the design and print of marketing materials.

The Marketing Specialist will contribute effectively to the development and execution of marketing campaigns and events and the tracking of lead generation success rates.

### **REQUIRED QUALIFICATIONS & EXPERIENCE:**

- A BSc or MSc degree, preferably in Life Sciences, Chemistry or related fields and/or Marketing;
- At least 1 year of relevant (digital) marketing experience;
- Experience with Salesforce and Pardot;
- Ability to work effectively both independently and in a (global) team;
- Strong commercial skills;
- Organizational skills and attention to detail;
- Good interpersonal communication and presentation skills;
- Strong written and verbal English skills;
- A place of residence in or near Amsterdam and being in the possession of a 'BSN'.

### **KEY RESPONSIBILITIES:**

- Support with the campaign launches;
- Work with various tools such as Pardot and WordPress to create marketing campaigns;
- Support with building the landing pages and emails, updating the webpages and editing the website;
- Support content generation;



- Coordinate with Marketing Operations and support with data analysis and tracking;
- Participate in the exhibitions and conferences planning and promotion;
- Manage the database update for outsourced activities;
- Project management: understand priorities, implement email campaigns.

**WORKING HOURS:**

32 - 40 hours per week.

**INTERESTED?**

If you have any questions and if you would like to apply, please send your motivation letter and CV to Eva Goudswaard, Sr. HR Manager: [egoudswaard@lighthouseinstruments.com](mailto:egoudswaard@lighthouseinstruments.com)