



MaxWell Biosystems empowers scientists in pharma, biotech, and academia to gain deep insights into neural function through high-resolution electrophysiology platforms. Our solutions combine advanced hardware, intuitive software, and data analysis tools to support impactful research.

## Digital Marketing Specialist (100%)

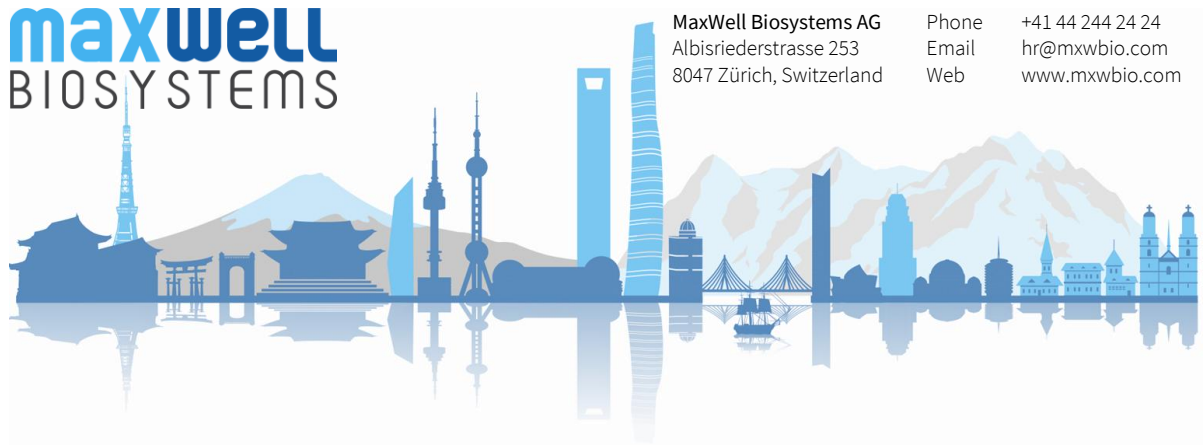
We are a fast-growing technology scale-up, seeking highly motivated and talented individuals who are eager to shape the future with us. As a **Digital Marketing Specialist**, you will play a key role in expanding our digital presence and creating impactful marketing campaigns that resonate with our global scientific community. Based at our headquarters in Zurich, you will be part of an international team driving initiatives with worldwide reach. This role is ideal for a highly organized, energetic, and hands-on professional with a strong background in digital marketing, content creation, and email campaign management, combined with creativity and operational skills.

### Your Responsibilities

- Ensure that MaxWell Biosystems' digital presence is aligned with the company's branding and business goals.
- Develop, implement, and monitor digital marketing campaigns (social media, digital ads, email marketing, and newsletters).
- Manage and design newsletters via Mailchimp, ensuring engaging content and consistent delivery.
- Contribute to website updates related to events and testimonials.
- Design, coordinate, and support the production of videos, visuals, flyers, posters, and other multimedia content to effectively communicate MaxWell Biosystems' value proposition.
- Align digital activities with Google Ads campaigns, optimizing performance and ROI.
- Support the organization and promotion of digital events, such as the MxW Webinar series.
- Contribute to the organization and promotion of in-person events organized by MaxWell Biosystems, such as the MxW Summit, User Meetings, and Satellite events.
- Train other team members on digital marketing tools and best practices.
- Work closely with the Marketing team to generate new ideas to strengthen branding and outreach.
- Collaborate with external partners and multimedia professionals to deliver high-quality content across digital platforms, including videos, images, and graphics.

### You Profile

- Bachelor's or Master's degree in Marketing, Communications, Digital Media, or a related field.
- Proven experience (2+ years) in digital marketing, content creation, or multimedia marketing.
- Hands-on experience with Mailchimp (or similar email marketing tools), social media management and SEO/SEM.
- Strong skills in graphic design, video editing, and visual content creation (e.g., Adobe Creative Suite, Canva, or similar tools).
- Familiarity with website management systems.
- Excellent written and verbal communication skills in English; additional languages are a plus.
- Creative mindset with the ability to bring fresh ideas for digital campaigns and branding initiatives.
- Organized, detail-oriented, and able to manage multiple operational activities and short-term projects in parallel.
- Team player with strong interpersonal skills, capable of collaborating across functions and with external partners.



### What we offer you

Centrally located workplace, flexible working hours model incl. home office as well as training and further education opportunities.

Are you motivated, and committed to delivering first-rate performance? Do you enjoy working in an international, multidisciplinary, and interactive team?

Then, our Senior Key Account Manager, Dr. Laura D'Ignazio, looks forward to receiving your application documents (cover letter, resume, letter of recommendation and sample works) by email at [hr@mxwbio.com](mailto:hr@mxwbio.com).