



Marketing Specialist (m/w/d)

Shape the Future of Biopharmaceutical Safety

Virusure is a leading biotechnology company specializing in virus and prion safety testing for biopharmaceutical products. As a GLP/GMP-certified contract laboratory, we support global pharmaceutical and biotechnology companies in ensuring the safety of life-saving therapies.

We are passionate about scientific excellence, innovation, and collaboration. To strengthen our growing team in Vienna, we are looking for a proactive and creative Marketing Specialist (m/f/d) who will help drive our market presence, generate business opportunities, and translate complex science into compelling customer value propositions.

Your Responsibilities

As part of our Commercial team, you will play a key role in increasing Virusure's visibility and supporting business growth through strategic and operational marketing activities.

Brand & Content Marketing

- Strengthen Virusure's brand positioning and visibility within the global biotech and pharmaceutical market.
- Translate scientific and technical content into engaging customer-focused messaging.
- Create and maintain marketing materials, including brochures, presentations, case studies, website content, and thought leadership articles.
- Support the successful launch and promotion of new services and technologies.

Digital Marketing & Lead Generation

- Develop and implement marketing initiatives that generate qualified leads and support commercial growth.
- Drive website optimization, SEO, and AI-search visibility initiatives.
- Plan, coordinate, and evaluate digital marketing campaigns across multiple channels.
- Manage and further develop Virusure's social media presence.

Events & Market Engagement

- Lead the planning and execution of conferences, workshops, webinars, exhibitions, and customer events.
- Coordinate promotional activities before, during, and after events to maximize visibility and lead generation.
- Collaborate closely with Business Development and scientific experts to align marketing activities with market opportunities and customer needs.

Analytics & Performance

- Monitor campaign performance and marketing KPIs.
- Identify opportunities to improve engagement, lead generation, and brand awareness using data-driven insights.

Your Profile

- Bachelor's or Master's degree in Marketing, Communications, Life Sciences, Biotechnology, or a related field.
- Professional experience in B2B marketing is an advantage, preferably within biotechnology, pharmaceuticals, life sciences, or a technical/scientific environment.
- Strong understanding of digital marketing, content marketing, lead generation, and marketing best practices.
- Ability to communicate complex scientific concepts in a clear and compelling way.
- Excellent written and verbal communication skills in English; German is a plus.
- Hands-on, proactive, and well-organized personality with strong project management skills.
- Ability to manage multiple priorities and work effectively across functions.

What We Offer

- A meaningful role in a growing biotechnology company contributing to the safety of innovative therapies worldwide.
- The opportunity to work at the intersection of science, innovation, and marketing.
- A collaborative and international working environment with flat hierarchies and short decision-making paths.
- Flexible full-time or part-time employment options.
- Professional development and continuous learning opportunities.
- Regular team events and company activities.
- Modern office location in Vienna.
- A minimum gross monthly salary of €4,000 (full-time basis), with a willingness to overpay depending on qualifications and professional experience.

How to Apply

If you are excited about combining science and marketing in an innovative biotech environment, we would love to hear from you.

Please send your CV to:

Dijana Doknic
humanresources@virusure.com.

For more information about ViruSure, visit:

www.virusure.com