



MILabs is a young, fast growing and highly innovative player in the molecular and medical imaging industry, headquartered at the Science park Utrecht, the Netherlands. With state-of-the-art technologies in PET, SPECT, Optical imaging and X-Ray CT, MILabs competes with the largest biomedical device suppliers in the world. MILabs is recognized as a highly valued imaging technology provider for world leading universities, academic hospitals, CRO's and pharmaceutical companies.

Our team of employees and collaborators includes many of the leading innovators in *in vivo* molecular and medical imaging systems. Our culture celebrates diversity and entrepreneurialism, and prizes the unique contribution of each employee. We are now looking for a

Marketing & Communications Specialist

You will manage the global marketing communications plans that currently drive the demand for MILabs' products. The MarCom Manager is responsible for the overall management of the company's marketing communications.

Essential Duties and Responsibilities:

You will work with strategic marketing resources within the company to manage MILabs global marketing communications initiatives including visual marketing, promotional campaigns, tradeshows, social media, website optimization, Public Relations, PowerPoint based sales presentations, and email marketing.

More specifically:

- Creating visual marketing materials such as brochures, flyers, graphics, promotional items and videos.
- Organize international tradeshows and conferences.

- Ensure that MILabs communication programs are aimed at reaching sales targets and use closed-loop analytics to measure the effectiveness of our inbound marketing activities.
- Update and keep improving MILabs website experience and manage both on-page SEO, and off-page SEO. Use google analytics to report on data trends and optimize accordingly. Stay up-to-date with the latest trends and changes with SEO and major search engines.
- Further build and manage MILabs' social media profiles and presence, including Facebook, Twitter, LinkedIn, and additional channels that may be deemed relevant.
- Connect with influential media outlets and journalists to publish stories about company news and other initiatives.
- Work closely with copy writers and content providers within the company to produce high quality publications and materials on time and within budget. Scope and create/maintain templates to make posting on relevant communication media and channels more effective.
- Determine projects which should be completed internally and/or externally. Manage relationships with outside vendors as necessary.
- Maintain a corporate communications style and approach which meets MILabs overall company values and expectations.
- Stay up-to-date with digital marketing trends and potential new channels and strategies to keep us ahead, including updates to social media marketing, attribution, and programmatic media buying.

Minimum Education & Experience:

A bachelor's degree in communications, journalism, marketing or business-related field. A minimum of 3 years' experience (hands-on) in marketing communications in high tech and/or medical industry

Required Knowledge, Skills & Abilities:

- Demonstrates creative and critical thinking skills

- Excellent marketing-related skills including knowledge of and experience with Photoshop, Adobe Illustrator, Indesign and Premier Pro.
- Self-starter, self-motivated, team player, dynamic, creative with the ability to work on own initiative.
- Excellent communicator with ability to influence and persuade across all levels of the organization with tact and through diplomacy
- Demonstrates strong oral and written communication skills.
- Business-related computer skills including knowledge of PowerPoint, Word and Excel.

Preferably Global experience

Other Requirements:

Located in the Netherlands or willing to relocate, preferably close to Utrecht.

Ability to travel domestically and internationally up to 10 % of the time.

Remuneration:

Competitive remuneration, including bonus and pension scheme.

For further information on MILabs please visit our website www.milabs.com. To apply send your resume and motivation letter to jobs@milabs.com.