

## MARKETING AND SALES MANAGER

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GFE is an employer who cares for equal opportunity and takes pride in maintaining a diverse and inclusive culture. We embrace diversity of perspectives and strive for an inclusive environment for our employees, customers and communities.

### OUR COMPANY

At GFE we develop and manufacture reagents, instruments, software and consumables for the molecular diagnosis of viral and other transmissible infections. Our focus is screening applications for manufacturers of blood components.

Based on innovative products, GFE wants to expand further and is recruiting for its Marketing and Sales Department.

As a company owned by regional German Red Cross Blood Services, we focus on long-term performance.

### THE POSITION

Take advantage of your experience and actively contribute to the business of GFE.

As Marketing and Sales Manager, you plan and execute the entire business of a small, however ambitious company in a niche segment of the in-vitro diagnostics business.

Working in a flat organization and a decision-oriented environment enables you to communicate directly internally and outwards.

### TASKS & RESPONSIBILITIES

Meet marketing and sales operational financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.

Achieve marketing and sales strategic objectives by contributing marketing and sales information and recommendations to strategic plans and reviews; preparing and completing action plans

Accomplish marketing and sales objectives by planning, developing, implementing, and evaluating web presence, advertising, and promotion programs; developing field sales action plans.

Identify marketing opportunities by identifying customer requirements; defining market, competitor's share, and competitor's strengths and weaknesses; forecasting projected business; establishing targeted market share.

Improve product marketability and profitability by researching, identifying, and capitalizing on market opportunities; contributing to new product development.

Sustain relationship with key accounts by making periodic visits; exploring specific needs; anticipating new opportunities.

Update job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.

## REQUIREMENTS

Master or Doctoral degree in Chemistry or Biosciences or a similar field with several years of industry experience in the in-vitro diagnostic, biotechnology or pharmaceutical industry

Keen business sense, with the ability to find creative business-oriented solutions to problems

Ability to prepare reports and use of appropriate mode of communication. Must be proficient at analyzing data, building reports and making strategic recommendations based on data and trends

Proven success working in a fast-paced, high-growth environment

Excellent communicator both orally and written, in German and English

Confident and eager to engage with clients and building and maintaining strong client relationships

Ability to understand the impact of operational initiatives from a sales or marketing person's perspective

Emphasizing excellence, negotiation expertise

Highly computer literate and proficient in Microsoft Suite

## EFFECTS OF COVID-19

We will continue to hire talented people and we look forward to receiving your applications. As a result of COVID-19, we have introduced alternative working arrangements to ensure that our employees can stay safe and healthy. We work remotely whenever appropriate. Additionally, we are hosting Zoom interviews for applicants. During the limited in-person interviews, we pay special attention to the hygiene rules (3G standard).

## READY TO CONTACT US?

At GFE we have talented and ambitious people who are passionate about the opportunities in the in-vitro diagnostic industry.

Please contact our recruiting team, with an indication of your salary expectations on [jobs@gfeblut.de](mailto:jobs@gfeblut.de).