



## Digital Marketing Specialist

Are you passionate about digital marketing and ready to make a global impact on kidney health? Join BioPorto and play a key role in shaping our digital marketing efforts.

### Your Role

BioPorto Diagnostics is looking for a creative and data-driven Digital Marketing Specialist to help drive our digital presence and lead generation efforts across key markets.

As part of a lean and agile global marketing team, you'll play a hands-on role in shaping and executing digital campaigns—from managing our website, email programs, and marketing automation, to running paid search and social media initiatives. You'll track performance, optimize tactics, and report on campaign success—helping to convert interest into measurable growth.

In this cross-functional role, you'll collaborate with colleagues across the company and across borders—from our headquarters in Hellerup, Denmark, to our commercial team in Needham, MA, USA.

Your areas of responsibility will include, but are not limited to:

- **Website:** Contribute to maintaining and updating the BioPorto websites, including updating existing and building new pages as directed. Ensure that best practices for search engine optimization and keyword searches are maintained
- **Marketing automation:** Plan, test and execute campaigns in the marketing automation platform (HubSpot). Make recommendations, identify problems and troubleshoot solutions. Manage integration with our CRM (Salesforce)
- **Social media:** Support social media posting by monitoring Google alerts and other sources for potential content. Draft and deploy social media posts including appropriate hashtags and tagging. Monitor comments and responses according to BioPorto's social media policy
- **Paid search:** Use LinkedIn sales navigator to develop lead lists and connect with potential customers. Plan and monitor Google ad campaigns
- **Data, analytics & reporting:** Own tracking and reporting for digital marketing activities and overall campaign results. Monitor METRICS and analytics to assess the effectiveness of digital campaigns and make data-driven recommendations

### Your Qualifications

We are looking for a tech-savvy candidate who brings a wealth of experience in digital marketing, creative, structured processes, and a proactive approach to problem-solving.

Key qualifications:

- Bachelor's degree in marketing, communications or similar concentration
- Three to five years of relevant work experience, with preference to experience in the life science, pharmaceutical or biotech industry
- Proven experience and proficiency in HubSpot. Plan, test and execute campaigns. Ensure appropriate integration with Salesforce. Routinely conduct data and asset audits
- Experience using digital platforms & tools for global lead generation (Google Ads, Google Analytics, LinkedIn)
- Experience in SEO and keyword optimization a plus
- Excellent writing, editing and verbal communication skills (US English)
- Cultural awareness/acumen
- Excellent attention to detail

## About BioPorto

BioPorto is an innovative in vitro diagnostics company providing tests and antibodies to clinicians and researchers worldwide. Leveraging our extensive expertise in antibodies and assays, we transform novel research tools into clinically actionable biomarkers, making a meaningful difference in patients' lives.

Headquartered in Hellerup, Denmark, BioPorto is listed on the NASDAQ Copenhagen stock exchange and employs approximately 47 dedicated professionals globally, with the majority based in Hellerup and across the US.

We foster an energetic work environment characterized by commitment, humor, and an informal social culture.

## Why Work at BioPorto?

At BioPorto, we believe that our innovative solutions have the power to transform healthcare. As part of our team, you will work in a dynamic environment where your contributions directly impact our ability to deliver groundbreaking diagnostics to the world.

If you are ready to take on a challenging yet rewarding role, apply now and become part of BioPorto!

## How to Apply

Please send your application and CV using [JobIndex portal](#). We look forward to welcoming you to our team!

## Additional Information

If you have any questions, please contact Senior Global Marketing Manager, Sheila Schwabe at [sms@bioport.com](mailto:sms@bioport.com).

Please upload your application and CV **in English** using the [Jobindex QuickApply](#).

Your application will be treated with confidentiality.

Interviews will be performed in parallel to the application period. We reserve the right to proceed with the employment process if the right candidate is identified during this period.

*BioPorto provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.*

*This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.*