



To further strengthen our team in Basel we have an immediate opening for a

Junior Brandmanager (m/w)

Are you looking for a new challenge in a successful company? At CAMLOG, we produce innovative products for implant dentistry. With the **CAMLOG® implant system**, we are one of the market leaders in our industry. We owe this position not only to customers who value us as a reliable partner, but also to our highly motivated employees. They ensure the continuous technical and qualitative development of our products and processes.

This function is a Junior Brandmanager Position (JBM) for Camlog, responsible for actively helping to define brand positioning, growing brand value, and managing product-life-cycle of a major implant brand with international/global scope. The JBM will support the development and alignment of the strategic and operational marketing activities to reach revenue and growth targets. Success will not only be driven by high strategic, planning and project management abilities, but also by personal dedication and direct involvement in execution of major campaigns/projects, in close co-operation with R&D, the sales team, international dealers, and customers/KOLs.

Main responsibilities:

- Actively helping to define brand positioning to achieve distinct differentiation within the competitive environment, as well as Camlog's brand portfolio
- Support the development of the marketing strategy, and define marketing-mix, including operative marketing programs/campaigns in close co-operation with sales / distributors to reach growth and revenue targets
- Actively working on the management of the product life-cycle by developing features and services according to market needs in close co-operation with R&D, thus driving differentiation, portfolio consolidation, as well as growth margin
- Accompanying content creation and support product documentation in collaboration with R&D/Regulatory, e.g. user manuals
- Initiate scientific studies in accordance with medical marketing targets to support product claims in close co-operation with the science team, and build strong relationships with KOLs
- Support local marketing & communications initiatives, including education, training, events
- Identify market needs/trends, develop market segmentation, competitive analysis and market intelligence
- Actively helping to create business cases, forecasts and ROI calculations for product launches, product variations, and maintain a solid set of analytics to track performance/goal achievement
- Contribute to the development of processes, tools, and methodologies of the BM team, and provide valuable input to the overall strategic and operative marketing planning

Background/Education:

- Graduate and/or post-graduate degree in marketing, ideally in combination with a technical degree
- a solid experience of 3-5 years in medical marketing as Brand-/Product-manager
- at least 1 year experience in dental implantology or medical devices
- outstanding communications, presentation and moderation skills
- strong project management abilities
- ability to get things done

Further requirements:

- fluent in German and English
- additional foreign language is a plus
- solid professional competence, high social competence and technical/methodological knowledge

The position will be located in Basel with functional reporting to the Chief Marketing Officer of Camlog. Main organizational contacts will be the R&D team, the sales & support teams, and the operational marketing team. The position requires frequent national and international travel, as needed. Do your professional and personal qualifications match our requirements? Please apply using the online application form or send your application to Ms Barda Abdija: CAMLOG Biotechnologies AG, Margarethenstr. 38, 4053 Basel, Switzerland, www.camlog.com, jobs@camlog.com