

Digital Marketing Specialist, Life Sciences at Thermo Fisher Scientific, Australia

September 15, 2021 | News

Responsible for the implementation of digital marketing campaigns across the entire portfolio to drive both sales and the Thermo Fisher brand



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Job Title: Digital Marketing Specialist

Reports to: Marketing Manager, Life Sciences

Location: Melbourne

How will you make an impact?

You will join a vibrant marketing team that is dedicated to innovative marketing of the Thermo Fisher Life Science portfolio across Australia and New Zealand. You will be responsible for the implementation of digital marketing campaigns across the entire portfolio to drive both sales and the Thermo Fisher brand

What will you do?

- Manage and optimize digital marketing campaigns across various touchpoint and channels appropriate for B2B marketing
- Collaborate with the ANZ marketing specialists to develop both digital only campaigns and enhance their omni-channel campaigns through digital means, with an aim to drive both leads and direct revenue
- Manage social media platforms both paid and organic
- Work with the local and regional marketing teams to ensure smooth campaign execution and best practice sharing
- Analyse and report out on key campaign metrics with an eye on continual improvement and best practices
- Manage campaigns through the appropriate project management tools

How will you get here?

Education

- Bachelor's degree in Marketing or Communications

Experience

- 2-3 years in Digital Marketing
- Experience in managing social media advertising
- Experience with working with Adobe Analytics or Google Analytics is preferred

- Successful track record of achieving results through and in collaboration with others
- Experience working with Asana is advantageous but not mandatory

At Thermo Fisher Scientific, each one of our 80,000 extraordinary minds has a unique story to tell. Join us and contribute to our singular mission—enabling our customers to make the world healthier, cleaner and safer.

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