Job posting

**Type of position**
- [ ] scientific
- [x] administrative

**Target group**
- [ ] graduates
- [ ] post docs
- [ ] other

**Title**
Content & Online Marketing Manager (all genders)

**Institution**
The Helmholtz Institute for RNA-based Infection Research (HIRI) is offering a position as Content & Online Marketing Manager (all genders) for our communication team.

HIRI is a young research institute that is among the world leaders in its scientific work. Its growing multinational team and diverse prospects such as the upcoming new institute building, the Single-Cell Center currently under construction and a worldwide network make the institution one of the most exciting employers in the region. At the same time, there are numerous occasions for professional communication, which HIRI intends to further expand.

**About the HIRI**
The Helmholtz Institute for RNA-based Infection Research (HIRI) is the first institution worldwide to combine ribonucleic acid (RNA) research with infection biology. Based on novel findings from our strong basic research program, our long-term goal is to develop innovative therapeutic approaches to better diagnose and treat human infections. HIRI is a joint venture of the Helmholtz Center for Infection Research (HZI) in Braunschweig and the Julius Maximilians University of Würzburg (JMU) and is located on the Würzburg Medical Campus.

More information at www.helmholtz-hiri.de.

**Position**

**Responsibilities**
- Web editing
  - Editorial work (CMS)
  - Content maintenance and editorial development of online platforms and digital communications media
  - Creating and posting content (copywriting, photo, video) on various platforms
  - Social media and community management
  - Expansion and maintenance of social media activities
• Community management and development of interactions and reactions
• Conception, creation and implementation of content and storytelling (copywriting, photo, video)
Performance marketing / online marketing / SEO
• Monitoring of digital channels, activities and communities
• Scientific SEO for the HIRI website
• Performance reviews and identification of communications activities
Press relations and PR
• Support for PR and press activities such as organizing press events, employer branding, and public events
• Answering inquiries
• Monitoring, press review and distribution list maintenance

Requirements
• A successfully obtained university degree in the field of marketing, public relations, media and communications, journalism or a comparable qualification and/or approx. 2 - 3 years of professional experience in a comparable position in marketing communications and public relations.
• Professional experience in science communication and knowledge of infection biology are of advantage
• Very good knowledge of various content management systems and platforms, esp. TYPO3, Twitter, LinkedIn, YouTube.
• Good user skills in photography, photo editing and video production and in dealing with Adobe CC programs would be an advantage (e.g. Bridge, Premiere, Illustrator)
• Excellent language skills in German and sensitivity in dealing with communities
• Very good English language skills
• Strong on-time project management, organizational skills and independent working style
• Integrative, team- and service-oriented work style and excellent communication skills

We offer state-of-the-art infrastructure and cutting-edge technologies to promote scientific progress and interdisciplinary collaboration. We focus on a close integration of research and management and strive for excellence inside and outside the laboratory. Promoting equal opportunities and competencies for our employees and celebrating diversity are a matter of course for us. To ensure a good work-life balance, we have created a family-friendly atmosphere with flexible working hours and part-time models, a parent-child room and regular social activities.

Employment is through the Helmholtz Centre for Infection Research (Helmholtz-Zentrum für Infektionsforschung GmbH / HZI) in Braunschweig. The place of work is Würzburg.

The position is suitable for part-time work.
The HZI strives for professional equality between women and men.

Severely handicapped persons with equivalent professional qualifications are given preference. In order to protect your rights, we kindly ask you to provide us with a reference to your degree of disability in your cover letter or resume.

Since the contract will be fixed-term according to § 14 para. 2 TzBfG, applicants who have already been or are currently employed by the Helmholtz Centre for Infection Research (or its predecessor GBF) cannot be considered.

Starting date: As soon as possible.
The contract will initially run for two years. However, a longer-term commitment is aspired regardless of full- or part-time.

Salary: E 13 TVöD Bund
Working time: 39 hours per week
Place of work: Würzburg
Probation period: 6 weeks
Closing date: September 19, 2021

Application procedure (deadline etc.)

We look forward to receiving your complete application including a cover letter, CV without picture, certificates, and three significant reference projects. You are also welcome to provide us with reference names in your CV. Please send your application quoting the reference number 133/2021 to the Helmholtz Centre for Infection Research GmbH, Human Resources Department, Inhoffenstr. 7, 38124 Braunschweig, Germany or by email to JobsHIRI@helmholtz-hzi.de.

If you send your application in electronic form, please provide a summary in one single (1) pdf document.

When sending us your application documents, please confirm that you have read our privacy policy and that you agree to the processing of your personal data. Please use the text module in our privacy policy for this purpose. Without these declarations we cannot consider or process your application and will immediately delete any application documents already received after the application deadline.

Contact
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