

## JOB DESCRIPTION

<b>Job Title</b> Content Creation LSL	<b>Department</b> Marketing & Communications
<b>Reporting to</b> Head of Marketing and Communications	<b>Experience eligibility:</b> 1+ years

### About Us

**DKMS Asia** and **DKMS Life Science Lab India** are parts of the international DKMS Group, a non-profit organisation dedicated to saving the lives of patients with blood cancers and blood disorders. **DKMS Asia** provides offline and digital marketing, public relations and advertising, market research, and similar services to raise awareness about blood cancer and related blood disorders such as thalassemia, aplastic anaemia, and the treatment option of stem cell transplantation.

**DKMS Life Science Lab India** Pvt. Ltd. is a subsidiary of DKMS Life Science Lab in Germany. The laboratory is dedicated to improving blood cancer care in India by providing high-quality laboratory testing.

Our mission is to give as many blood cancer and blood disorder patients as possible a second chance at life.

### **Working Hours**

Monday – Friday: 9:30 AM to 6:15 PM

If you are passionate about creating impactful content to improve healthcare for blood cancer patients in India and have the expertise to develop compelling marketing materials in this area, we invite you to apply and contribute to our mission of saving lives!

### Position Summary

We are looking for a creative and detail-oriented **Content Creator** to develop compelling marketing and sales materials for our laboratory in India. The ideal candidate will work closely with the marketing and communications teams at our parent lab in Germany and the overarching corporate headquarters for the Asia region. This role requires a deep understanding of content marketing, excellent writing skills, and the ability to adapt global messaging to local market needs. A strong scientific understanding of laboratory testing is essential, as the content will primarily target oncologists/haematologists and their patients. The Content Creator will be employed by DKMS Asia and will be working within the marcom team with a focus on DKMS Life Science Lab India.

### Responsibilities -

- Develop high-quality content for marketing and sales materials, including brochures, presentations, social media posts, and website content.
- Ensure consistency in branding and messaging across all content in alignment with global brand and communication guidelines.
- Collaborate with the German headquarters' marketing and communication team to adapt global strategies for the Indian market.
- Work closely with the corporate team overseeing the Asia region to align content with broader regional marketing goals.

- Conduct research on market trends, competitor strategies, and customer needs to optimize content effectiveness.
- Support digital marketing initiatives by creating engaging multimedia content, including graphics, videos, and blog posts.
- Proofread and edit content to ensure high standards of quality and accuracy.
- Manage content calendars and ensure timely delivery of materials.
- Ensure scientific accuracy and clarity in all content, particularly regarding laboratory tests and their relevance to oncologists.

**Requirements**

- Bachelor's degree in Marketing, Communications, Journalism, Life Science, or a related field.
- 3-6 years of experience in content creation, preferably in healthcare, life sciences, or laboratory industry.
- Proven experience as a Content Creator, Copywriter, or similar role.
- Strong scientific understanding of laboratory tests and the ability to translate complex scientific concepts and medical subjects into clear, engaging content for oncologists/hematologists, patients, and their families.
- Familiarity with content marketing strategies, SEO, and digital marketing best practices.
- Experience working in an international environment and collaborating across different time zones.
- Proficiency in English; knowledge of additional languages is an advantage.
- Excellent organizational skills.
- Basic graphic design and video editing skills are a plus.
- Ability to work independently and meet deadlines in a fast-paced environment.
- Project management skills are a plus.

Join our team and play a key role in shaping the marketing and sales narrative of our laboratory in India while collaborating with global teams!

**Key Skills****Mandatory:**

- Analytical capabilities: including proficiency in statistical programming languages and software, as well as the ability to prepare data plans, statistical analyses, and reports.
- Collaborative working: with LSL India divisions and with external partners, and organizations.
- A growth mindset: that welcomes continuous improvement, learning, and new challenges.

**Preferred:**

- Business acumen: Knowledge of acquisition processes and tools, good understanding of commercial or business management context.

**Qualifications**

- Experience: minimum 5-10 years in clinical data management, working in a multidisciplinary environment involving clinical and laboratory teams.
- Demonstrated capabilities: in comprehensive data management, patient monitoring, data stewardship, routine and complex statistical analyses, and preparation of study reports.
- Strong interpersonal and communication skills.

