

	JOB DESCRIPTION: Product Marketing Manager	REC-000
	Implementation date: 02/07/2026	Version: 1
		Page: 1/3

Vacancy: Product Marketing Manager (M/V/X)

About Trince

Trince is a spin-off company from Ghent University dedicated to advancing cell-based science and therapeutics by facilitating the delivery of molecules into cells, both in vitro and ex vivo. The company's LumiPore™ intracellular delivery platform, covered by a portfolio of pending patents, can deliver a wide variety of effector molecules (e.g. nucleic acids or proteins) into virtually any cell type, including hard-to-transfect immune and stem cells. Trince's primary focus is pharma drug discovery and high-throughput screening.

The technology not only makes it easier to introduce genetic material into cells in high throughput but also ensures that this is done in a gentle manner. Trince commercially launched the LumiPore platform in 2024 and is actively placing devices with pharma and biotech partners globally.

As our company continues to grow, we are expanding our team with a motivated **Product Marketing Manager**.

Job Description

As **Product marketing manager** at Trince, you will be bridging our science, technology and commercial operations. This primarily entails translating scientific and customer insights into marketing content, sales tools, and competitive positioning.

In practice, the role is centred on three priorities: (1) validating and deepening product-market fit with large pharma drug discovery teams, (2) supporting the commercial team with tools, such as ROI models, application notes, white papers, and automation protocols, and (3) aligning the product roadmap with customer needs.

Your Responsibilities

Product Strategy & Alignment

- Support the science, technology, and business development teams to ensure continuous alignment on product direction and priorities.
- Translate customer needs and market trends into concrete product specifications, supporting the ongoing and future optimisation of the LumiPore™ platform.
- Establish and maintain a structured voice-of-customer process, collecting and synthesising feedback from customers, partners, and internal stakeholders to inform product strategy, prioritisation, and future development.
- Monitor the competitive landscape and develop competitive positioning and response materials for the BD team.

Product Operations

- Maintain and manage the demo equipment fleet, ensuring timely availability, shipment, and tracking of devices for demonstrations and customer evaluations.
- Coordinate customer deployments, including planning deliveries, scheduling installations, and ensuring successful system setup at customer locations.
- Schedule and oversee repairs and maintenance activities to maximize device uptime and ensure continuous customer support.
- Maintain deployment and service records, ensuring accurate tracking of device locations, installation status, maintenance schedules, and customer feedback.
- Organize and support webinars, events, trade shows and conferences.

	JOB DESCRIPTION: Product Marketing Manager	REC-000
	Implementation date: 02/07/2026	Version: 1
		Page: 2/3

Marketing Support

- Lead product marketing activities from a scientific perspective, including publications, conference posters, white papers, application notes, and other technical content.
- Support scientific and technical discussions with clients and partners, acting as a credible technical representative of Trince.
- Partner with the BD team to develop reusable, standardised sales documentation packages tailored to specific customer segments.
- Maintain and update the company's LinkedIn and website, ensuring a consistent weekly content cadence that reflects the latest company updates, scientific data, and innovations, and stays aligned with overall company strategy.

Who We Are Looking For

We welcome applications from candidates with the following background:

- A Master's or PhD degree in a life sciences, biomedical engineering, or related field
- 3-5 years in a marketing, application scientist, or commercial support role in the life science instrumentation or biotechnology sector; direct experience working with pharma drug discovery teams or HTS screening departments is a strong plus.
- Candidates with equivalent experience in a scientific, technical, or commercial interface role are also encouraged to apply.

Required Skills & Experience

- Strong scientific background with the ability to engage credibly with research and development teams
- Experience translating customer and market input into product specifications or development roadmaps
- Familiarity with pharma drug discovery and/or automation workflows is a plus
- Excellent written and verbal communication skills in English
- Comfortable working across functions in a fast-paced start-up environment
- Proficiency in standard business and productivity tools (Microsoft Office, CRM, project management software, AI tools)
- Experience with InDesign and Adobe Creative Suite is a plus

Personal Qualities

- Strong communicator who can adapt message and style for scientific, commercial, and executive audiences
- Collaborative mindset with the ability to drive alignment across teams with competing priorities
- Structured and detail-oriented, able to manage multiple content/marketing projects in parallel
- Proactive, ownership-driven, and reliable in following through on commitments
- Genuine curiosity about cell biology, intracellular delivery, and the pharma drug discovery landscape
- Commercially literate: able to think in terms of cost-per-sample, ROI, and pharma procurement cycles

	JOB DESCRIPTION: Product Marketing Manager	REC-000
	Implementation date: 02/07/2026	Version: 1
		Page: 3/3

What We Offer

- A dynamic, innovative, and challenging work environment in a growing biotech start-up
- A high-impact role at the intersection of science, product development, and commercial strategy
- Opportunities for personal development and professional growth
- A competitive compensation package
- A workplace located in an accessible and attractive business district in Ghent
- A culture that values autonomy, flexibility, and high-quality work
- Opportunity to grow into increased responsibilities as the company scales

Interested?

We look forward to hearing from you!

To apply for this position, kindly send your CV and cover letter to Ms. Hanna Baert at hr@trincebio.com.