

About us ☒

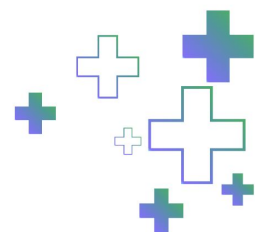
[LEGIT.HEALTH](#) deploys computer vision and artificial intelligence technology to enable lifesaving diagnosis and therapies for visible diseases. Our goal is to enable universal access to high-quality diagnosis and follow-up of pathologies and to offer affordable health assistance to everyone everywhere. 🌍

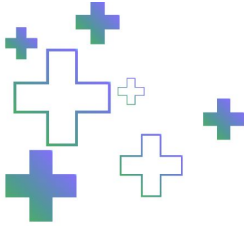
With image recognition and AI-Driven recommendations, we bring leading technology to empower patients and care providers achieving better and faster clinical decisions.

Job description

Our ideal candidate would be an experienced Marketer, with a high English level as we work in an international team. Join a medical software company's marketing department, performing and participating in tasks such as

- Support in the design of the strategy and definition of the marketing plan.
- Planning, execution and monitoring of marketing strategies.
- Detection of digital trends and business opportunities.
- Increase the visibility of the brand in online and offline media.
- Perform competition analysis, definition of targets and target audience by media and channels
- Control and optimize digital channels to capture leads for the unit (organic and paid)
- Channel management based on analytics and KPIs, with data-based funnel management. Generation and review of reports from digital platforms (Web, social networks) and use of other analytical tools.
- Generation of Inbound Marketing strategies (in collaboration with the communication department) and performance campaigns.
- Offer support to the marketing communication department in other activities





Must have

- Some past experience in marketing preferred.
- Creative thinking, with an ability to use data to inform all decisions.
- Excellent written and verbal communication skills -- there is a heavy amount of writing and presenting/selling ideas in this role.
- Prefer working in a collaborative, cross-team capacity. This role requires you to work across functions and departments to bring the product to life.
- Some experience in marketing automation.
- Bonus skills: HTML/CSS, Adobe Creative Suite.

Important

- Be able to work on an autonomous basis and with high motivation and energy
- Proactive, self-responsibility and a team player
- Adaptability to changes in a fast-paced environment
- Also, we would like to see something you are proud of!

Languages

- High English level (writing and speaking)
- Spanish optional

How to apply

To apply for this opportunity, please send your resume and a cover letter and to hello@legit.health subject: MM | First and last name

