

Marketing Specialist

About ABLE.

“When you are free to move, anything is possible”. ABLE Human Motion, a young and fast-paced MedTech start-up based in Barcelona, was born with a clear mission: enabling mobility, to everyone. Therefore, we create cutting-edge lightweight and affordable [exoskeleton technology](#) to empower every person in a wheelchair, by providing better mobility and greater independence.

To do so, we have a team of 11 curious, fearless, humble and fun people that are crazy enough to think they can change the world. And it seems to be working, as the company has been recognized as the Best European Robotics Startup and winner of the Toyota Startup Awards “Mobility for All” competition. Together we are building a cutting-edge technology company to turn disability into ABILITY.

Role description.

So far, the company has been focused on developing and validating the technology with patients. Now we want to go one step further, incorporating marketing and business development expertise to the team to increase brand awareness and develop commercial relations with hospitals and rehabilitation centers.

We are currently looking for a new team member who shares our mission, someone capable of building and promoting the ABLE brand and leading the marketing area of the company for the coming years.

Your main responsibilities and tasks will be:

- » Build a strong mission-based ABLE brand using our 3 design principles: simplicity, sustainability and high quality.
- » Create press releases, newsletters, social media and web content.
- » Create marketing brochures and presentations to introduce the product and increase brand awareness in clinical institutions and patients.
- » Film and edit promotional marketing campaigns and videos of testimonials from exoskeleton users.
- » Coordinate tradeshows and workshops.
- » Build a user community online.
- » Contribute to define a compelling marketing strategy as well as implement the details of this strategy and build funnel of leads.

We would love to meet you if you:

- » Care about our mission.
- » Are highly creative and innovative, with a keen eye for aesthetics and details.
- » Are passionate about Graphic Design, Branding, Social Media and Video Editing (ideally 1+ year experience).
- » Have a portfolio of work with different creative projects.
- » Have a Bachelor's degree in marketing, publicity, graphic design, or a related field.
- » Are motivated and proactive with the ability to work independently, develop and implement new ideas.
- » Are fluent in Spanish and English.
- » Are a high-performer, being able to get things done in a fast-paced, autonomous and demanding atmosphere.
- » Have Marketing experience in the Healthcare sector, as a plus.

What can we offer you?

- » Be part of one of the most promising healthcare companies in Europe.
- » Join a young and passionate team of high-performer people willing to change the world, where everybody is trusted and has a voice.
- » Learn and grow together with the company in a challenging and fast-paced environment.
- » Flexible working hours: we work for objectives, balancing work with your life and hobbies.
- » Competitive compensation according to your experience.
- » Other benefits: free coffee and fruit, participate in company social events.

If you are already thrilled to know more and meet the position's criteria, we want to know you! **Send us an e-mail to hello@ablehumanmotion.com** attaching your CV with the subject **“Marketing Specialist Changing the World”**, and we will get in touch with you soon.