

ZeClinics is HIRING a Marketing Manager!

ZeClinics offers an exciting opportunity for a Marketing Manager to be part of the team, which mission is to offer an outsourcing solution for safety and efficacy screenings of novel chemical molecules using zebrafish. The ideal candidate would be responsible to develop, maintain and report marketing strategic plan of the company. She/he will also support Chief Marketing Officer in reviewing the strategy and adapting to the market.

Duties of the Marketing Manager include:

- Execute digital marketing plans to help the company increase brand awareness and lead generation globally
- Generate content-based educational messages aiming to create importance around the innovation that the company is creating
- Create media associated to news or marketing actions (Photoshop/Illustrator/After Effects/Sony Vegas)
- Measure and optimize all digital marketing channels (including web, email, paid media, organic search, social, newsletters, webinars and more) to acquire a qualified, engaged pipeline of leads for our goodness development team
- Maintain the relationship with PR agencies and create contents for press releases and articles
- Provide support to subcontracted company which is managing our website, CMS platform, and analytics tools with an eye to driving conversion, monitoring and continually improving our SEO strategy
- Create, manage, follow marketing campaign through Google AdWords and LinkedIn platforms
- Control and manage digital marketplaces where the companies is promoting its services
- Report on performance and key KPIs such as ROAS, CAC, CRM, CPA as well as make investment recommendations to leadership

Studies

A Degree (or equivalent) in Marketing; Pharmaceutical Marketing MSc will be a plus

Experience to value

- Experience in marketing and/or in Life-Science sector
- Google Analytics and Google AdWords certifications (or equivalent experience)
- Experience managing paid media budgets and channels (SEM, PPC, display, remarketing)
- Experience optimizing SEO and other unpaid digital channels
- Experience with WordPress environment
- Strong communication, collaboration and project management skills

Additional skills

- Ability to work independently and to interact with several collaborators
- An ownership mentality
- Exceptional organizational skills with strict attention to detail; ability to manage multiple projects simultaneously under strict deadlines

Languages

Excellent command of English language and grammar, both verbal and written will be mandatory. Ability to speak, read and write in other languages (i.e. Catalan, Spanish, Italian, French and German) will be a plus

The Offer

Duration: 1 year – renewable up to 3 years.

Trial period: 6 months

Estimated annual gross salary: According experience

Starting date: As soon as possible

Application Procedure

All applications must include:

- A presentation letter addressed to Dr. Ignasi Sahún (Chief Marketing Officer)
- A full CV including contact details
- Two contacts for further references

All applications must be addressed to Dr. Ignasi Sahún (CMO) and be submitted by e-mail to hr@zeclinics.com; and ignasi.sahun@zeclinics.com