

Digital Marketing Specialist

 Lunaphore Technologies SA

 Tolochenaz (Vaud), Switzerland

Job title: Digital Marketing Specialist

Reports to the: Head of Marketing & Communications

Activity rate: 100%

Type of contract: Permanent

Start date: As soon as possible

Duration: Indeterminate

About our company

Lunaphore Technologies is a young scale-up active in the Life Sciences field developing products based on a microfluidic technology to analyze tissue samples in immuno-oncology research. Lunaphore is seeking a highly motivated candidate to join our team and contribute directly to the development and growth of the company.

Job overview

We are looking for a "Digital Marketing Specialist" to support the promotion of the company and its products through top-to-bottom management of digital marketing activities. You will be integrated in the Marketing team reporting to the Head of Marketing & Communications.

Responsibilities and duties

- Design and implement, from setup to execution, innovative multi-channel digital marketing tactics in support of the company's marketing strategy.
- Define the company's SEO/SEM strategy, and develop paid search, paid social and paid display campaigns to drive lead generation and sales.
- Work closely with digital marketing agencies and other partners to ensure optimal SEO and PPC performance.
- Develop the company's marketing and PR social media strategy in collaboration with Corporate Communications.
- Set up a marketing automation system using HubSpot, and build automated lead generation funnels integrated with the CRM and digital marketing activities including paid advertising, e-mail marketing, online event registrations, etc.
- Manage all key digital marketing tools including the company website, newsletter platforms, paid advertising accounts, Customer Relationship Management system, marketing automation and social media accounts.
- Measure and report performance of all digital marketing to assess progress and perform regular optimization against KPIs & ROI.

- Work with other members of the marketing team to plan and execute campaigns to increase awareness around the company, its brands and applications.
- Report to the Head of Marketing & Communications on a regular basis.

Required qualifications

- You have a degree in communications, business, marketing or life sciences.
- You are a Digital Marketing professional with 2+ years of experience in B2B digital marketing, with a focus on PPC and marketing automation.
- You have proven experience in setting up and optimizing campaigns on Google Ads, LinkedIn Campaign Manager & Facebook Ads.
- You have a good understanding of SEO as well as experience in working closely with digital agencies' SEO teams.
- You have proven expertise in optimizing landing pages and user conversion journeys.
- You have a good command of HubSpot marketing automation platform, its integration with other digital marketing tools and can quickly set up automated customer funnels.
- You are proficient in Google Analytics and Google Tag Manager for campaign tracking, analysis and reporting.
- Previous experience in the biomedical field or a life sciences background is a strong plus.
- You have an excellent command of oral and written English. Additional languages such as French or German are a plus.

Required soft skills

- You are proactive, keen on looking for new ideas and available tools to contribute to the team efforts.
- You are creative and have a good sense of visual communication.
- You are a strong communicator.
- You can adapt in a constantly changing environment. You are dynamic and like to interact with people in a multi-disciplinary environment.
- You are a fast-learner and you demonstrate critical thinking and analytical skills.
- You have excellent organizational skills, attention to detail, ability to manage deadlines and deliver results with limited supervision.

We offer

- A young and strong-growing high-tech company.
- A diverse and international working environment with a strong network.
- A highly interactive team with strong personal and technical qualities.


How to apply

Send your complete application through human.resources@lunaphore.com

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