



WE ARE LOOKING FOR YOU!

HEAD OF DIGITAL MARKETING

LONDON, UK - CAN BE REMOTE



Full time, permanent role (we cannot consider freelancers for this role).



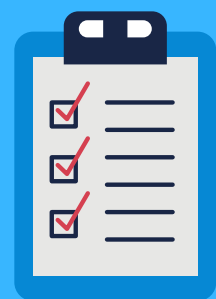
WHO ARE WE?

At Elemed, we recruit the people that get amazing medical technology to patients all over the world. From life saving products such as artificial hearts to innovative cancer fighting radiotherapy machines, the people we place truly change lives and we are proud to be a part of that.

Our clients range from startup companies of 5 people, to global corporations and our aim is to become the overall EU market leader in medtech talent management.

Our style is focussed on building and converting long term relationships with our candidates and companies, providing excellent candidate and customer experience and nurturing talent, not only when they are looking for a job but throughout their careers. We do this through unique community led initiatives like Elemed mentoring academy, our podcast, our exclusive Community group and more. This means that for us, brand is the most important, and something we will all live and breathe in our daily tasks.

YOUR MISSION



As Head of Digital Marketing you will be part of the company's leadership team. You'll be responsible for growing Elemed's global brand presence and taking it to the next level.



YOUR RESPONSIBILITIES

- Work together with our founder to develop the Marketing and Digital strategy for growing Elemed's brand globally and increasing new candidate and client acquisition
- Have overall responsibility for ensuring the marketing department achieves its business goals and milestones and report on goals during leadership meetings
- Oversee production and delivery of all organic digital content: our Podcast, LinkedIn content mini series, special promotions (such as our mentoring academy), website blogs, direct mail newsletter, market intelligence reports and special projects (such as elemed digital awards)
- Engaging in discussions with Clients/Candidates for market research, contributions towards our content or to pitch ideas on collaboration opportunities
- Planning, implementing, and monitoring our digital marketing campaigns across all digital networks, in particular paid campaigns on LinkedIn and Facebook
- Taking responsibility to ensure paid campaigns are performing and delivering maximum ROI

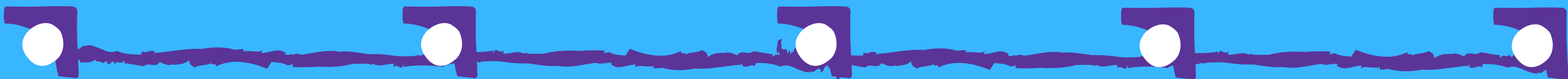


YOUR RESPONSIBILITIES

- Establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments
- Analyze customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies
- Conceptualize and execute on multi-channel campaigns across the prospect and customer lifecycle, ensuring the alignment of communications and messaging across all channels
- Develop strategies for building high converting marketing funnels for candidates and companies in existing and target markets
- Come up with new and innovative ideas on how to get attention from passive candidates in the market and implement them
- Manage and monitor performance of our website ensuring it's fully optimized and converting, assess performance against goals
- Manage 1-2 marketing and digital interns, training where needed and signing off on their work, as well as managing offshore freelancers where necessary to deliver on special projects
- Overseeing and approvals of all content prior to its release, including our social media content plan, job advertisements and other visuals

DO YOU HAVE EXPERIENCE WITH

At least 3 years experience in digital marketing activities (B2C ideal) covering:



Experience building high converting funnels through various different digital marketing channels

Experience maintaining, improving & optimizing website through tools such as Google Analytics, Wordpress, Hotjar

Ability and proven experience managing paid ad campaigns on Facebook. Able to analyse and interpret analytics, work out CPC and optimise.

Creativity, an out of the box thinker. We want you to bring new ideas to the table that aren't traditionally done in recruitment.

Experience with direct mail campaigns (mailchimp)

ATTITUDES WE LOOK FOR AT ELEMED



Leadership - able to delegate, monitor, motivate and hold stakeholders accountable to deliver work on time and to a high standard



Flexibility - ability to adapt and adjust working priorities in order to meet business needs



Strong prioritization and project management skills, ability to work across multiple projects and manage conflicting priorities



Proactivity - ability to take charge and drive a process/strategy from concept to full completion successfully



Ability to work under pressure in a fast paced environment



Problem solver - Ability to provide options and solutions to challenges

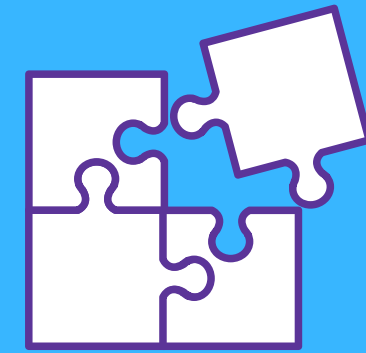


Commercially minded approach - ability to build and leverage marketing strategies in order to meet overall business objectives



Positivity, energy and enthusiasm

WHY JOIN US?



No red tape, no company politics and a fast moving decision making process



Flexibility - we believe in playing to everyone's strengths and shaping the role around your key skills



A huge opportunity to fast track your career as the team and company grows



A chance to really help build something, and have an impact on the future of our business

OUR VALUES



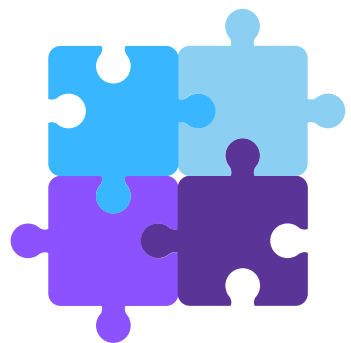
FORWARD THINKING

We do things differently. We find creative and innovative solutions for our community. We lead the way.



STRIVING FOR EXCELLENCE

We don't settle for average. We work hard to exceed expectations. We are passionate about everything we do.



COLLABORATION

We are a team with a common purpose. We share, we support, we celebrate. Collaboration is the key to our success.



HONESTY

We believe in transparency and two-way communication. Be straightforward, upfront and supportive.



If you think you can bring
any of the above to Eleméd
we would LOVE to hear
from you!

Send your CV to **karen@elemed.eu** for a
confidential career discussion.
Good Luck!