

Digital Marketing Manager

THE COMPANY

3Brain is a young, fast-growing, dynamic company focusing on brain technologies, one of the most fascinating research and business sectors with multiple applications and impacts on human life. 3Brain's mission is to provide state of the art technology to support life science research and improve human health. In particular 3Brain develops, manufactures and distributes high-quality instruments based on our patented CMOS multi-electrode array, a high-resolution neuro-electronic chip. The company is headquartered in Switzerland nearby Zurich, has a SW R&D office in Italy and has installed its products in laboratories and pharma companies worldwide also thanks to its network of distributors covering among others US, Canada, China and Japan.

More info: <http://www.3brain.com/about.html>

JOB DESCRIPTION

To complete the sales and marketing department, 3Brain is looking for a part-time talented digital marketing director to support sales activities, develop 3Brain brand and manage the social media contents.

Main tasks will include:

- Develop, produce, and maintain compelling and engaging website content, social media posts, marketing campaigns
- Collaborate with the sales department and with graphic & design consultants to produce content with high editorial standards of accuracy and quality to attract and retain customers
- Expand our company's digital footprint and brand awareness
- Analyze web traffic metrics and develop web strategies to increase 3Brain's social community

REQUIRED QUALIFICATIONS

- Excellent knowledge of the English language
- Exceptional written and oral communication skills
- Expertise in social media platforms
- Knowledge of neuroscience
- Bachelor/Master/PhD degree in life science
- Understanding of Search Engine Optimization and SEO best practices
- Familiarity with web analytics software and data sets
- Initiative, independence and ability to communicate and work effectively with other team members in a multicultural and international environment

ADDITIONAL QUALIFICATIONS

- 2+ years of experience in the marketing field
- Graphic & design skills
- Knowledge of HTML and CSS
- Knowledge of electrophysiology and in particular of Multi Electrode Array technology

WHAT WE OFFER

- A dynamic and stimulating work environment in a young, emerging company
- Possibility of professional growth
- Flexible work hours
- Working place: Switzerland or Italy

To apply send your CV and short motivation letter to info@3brain.com, subject: Digital Marketing Manager