

CAREER OPPORTUNITIES

## Senior Marketing Manager B2B Healthcare in a growing startup

remote US or Europe, or on site in Bavaria/Germany



Do you want to create the future of healthcare? We at NeoPredix transform medical data into intelligent predictions to help clinicians make the best possible decisions. NeoPredix focuses on maternal and newborn care, we believe the first weeks after birth in particular are crucial for the newborn's long-term health. Our predictive analytics tools are very easy to use and solve the universal task of accurately forecasting disease risk in every baby so healthcare professionals can confidently confirm discharge plans or personalize care. This is to the benefit of caregivers, babies and their parents alike. We operate in a B2B

healthcare environment and target hospitals and healthcare professionals. We are only at the beginning of harnessing technology and data to connect patients with the right care at the right time. Together we can empower caregivers to foster and accelerate this change.

We have successfully introduced our first product in the US market and will launch in selected markets in Europe in 2023. To drive our market position and further develop our marketing strategy and operations we are seeking a

## Senior marketing manager (all genders)

As the Senior Marketing Manager and our leading Marketing resource, you will create and execute our Growth Marketing strategy, and drive engagement, lead generation and acquisition of users and customers. You will report directly to the Head of Global Sales and Marketing. You will be working closely with the sales team and product management to develop and introduce agile marketing measures to our dedicated channels in the US and Europe. As a startup we connect with our target groups in the key markets and turn the latest learnings into effective actions. In our dynamic environment we live ownership, creativity and team spirit.

We are a young brand in a dedicated healthcare area that offers the freedom to further develop the brand, define the value based positioning as well as the communication with our customers and peer groups. Our flat hierarchy and agile approach provides you the space you need to create compelling campaigns, targeted communications and immediate implementation of learnings. In this role you have the opportunity to grow into a senior leadership position based on your performance, interest and skills.



## What you will do

- You drive the continuous development of a holistic brand and communications strategy for NeoPrediX.
- You lead the planning and execution of value based marketing and communication measures on- and off-line: Social Media and online content, website, events and trade shows, marketing and sales collaterals, mailings.
- With clear focus on our B2B target groups you develop and deploy the content strategy and define, execute and monitor online campaigns in our various channels that generate quality leads. You drive lead nurturing and the further development of our CRM process.
- You lead and develop our network of excellent agencies and external marketing specialists.
- Based on your regular reporting of KPIs you implement adjustments and enhancements to NeoPrediX' marketing approach.

## What you will need

- You have 4+ years of experience in Marketing Analytics, Demand and Lead Generation, or Marketing Management in a B2B environment.
- You have 2+ years of experience building and managing digital performance marketing campaigns across multiple channels.
- You have experience planning and executing online and offline events, for example webinars or representation at conferences.
- You have proven leadership experience.
- You are fluent in Business English. If you have advanced skills in German this will be of advantage, especially if you plan to work on site in Bavaria/Germany.
- We prefer if you have experience in the Life Sciences, HealthCare or MedTech industry.

## What You will Bring to the Table

- You understand what high performance looks like when it comes to introducing groundbreaking innovations and product-led growth.
- You enjoy building early playbooks and then scaling them.

- You feel at home making data driven decisions, by analytics, user research and / or customer or sales team feedback.
- You have the technical expertise to run complex campaigns and measure outcomes utilizing the CRM system.

## Who you are

- **Manages Ambiguity.** You deal comfortably with the uncertainty of change, and are calm and productive, even when things are up in the air.
- **Takes the Lead.** For your area of responsibility you take the lead, build a team and ensure that things are getting done.
- **Nimble Learning.** You take on the challenge of unfamiliar tasks, learning quickly when facing new situations and experimenting to find new solutions. You extract lessons learned from mistakes, and use both successes and failures as opportunities for growth.
- **Action Oriented.** You readily take action on new opportunities with a sense of urgency, high energy, and enthusiasm. You display a can-do attitude and step up to handle tough issues.
- **Tech Savvy.** You anticipate and adopt innovations in business-building technology, and scan the environment for technical skills, knowledge or capabilities that can benefit business or personal performance.

## What's in it for you

Being part of a fast-growing innovation-led venture. We are building a SaaS-enabled B2B platform.

- A truly flat hierarchy that allows you to take over responsibility from day one and grow into bigger leadership roles.
- Working with up to date methods alongside enthusiastic, motivated people willing to make a difference.
- Autonomy, flexible working hours, and a remote-first setup (optional office in Regensburg/Germany), which connects our team members across Germany, Switzerland and the US.
- Lots of support and learning opportunities – your personal development is our priority.

We want to hear from you regardless of your race, religion, national origin, sex, gender identity, sexual orientation, disability, age, veteran status, or any other applicable legally protected characteristics.