



Ava AG is an award-winning startup company based in San Francisco and Zurich, Switzerland. We have recently launched a novel wearable device that has the potential to significantly increase quality of life of millions of women. We are empowering women by giving them unique insights and data about their menstrual cycle, fertile window, and pregnancy. Would you like to join us in this challenging adventure?

By popular demand, we are bringing Ava to Canada. In preparation for our launch in the Canada market, we are looking for a

Digital Marketing Manager Canada

Location: San Francisco, USA

Responsibilities:

- Build up and own the Ava Canada market and the relevant P&L metrics. Take the lead on making Ava successful in your market and be responsible for the growth goals we have for the market.
- Own marketing mix from strategy to execution with a clear focus on digital.
- Find advertising partners, influencers, affiliates and other advertising opportunities to grow Ava in your market while keeping CPA low.
- Deploy and adapt global digital marketing campaigns in your market and execute market specific, local campaigns with our digital marketing manager.
- Own PR efforts in your market and build up a relevant standing among key opinion leaders.
- Work closely with the USA marketing team to maximize their efforts on campaign production, influencer marketing, SEO, and more in order to benefit the Canada market.
- Report on analytics.

Requirements:

- BA/BS degree in marketing, entrepreneurship, strategy or equivalent experience
- 2+ years of relevant B2C e-commerce marketing experience with a focus on digital marketing: Social media marketing, Facebook advertising, SEM, SEO
- You know the Canada market inside out. Previous exposure to the fertility, pregnancy or parenting community is a plus
- You are entrepreneurial, resilient, and know how to deal with set-backs
- You have excellent communication skills and your first language is English
- You are highly analytical and thorough understanding of the main analytics tools to track and improve your metrics
- You are proficient in Microsoft Office and learn new software quickly
- You love to work independently and have the ability to own both high-level strategy and day-to-day market management



We are looking for someone with a deep intuitive understanding of our customers and their needs. If you fall in love with Ava, with our community, and with our mission to change women's health, then please send your complete application to recruiting@avawomen.com.

We appreciate you share our excitement for Ava. Please be aware that only fully documented applications (CV & motivation letter) can be considered. Should you not hear back from us within 3 weeks your application has unfortunately not been successful for the respective role.

Ava – Revolutionizing women’s health

Sharee Loeffler, Director Marketing North America