



Ava is a wearable digital health startup in the women's health industry. The company is based in San Francisco and Zurich, Switzerland. We are empowering women by giving them unique insights and data about their menstrual cycle, fertile window, and pregnancy.

Ava is a global brand, our current key markets include USA, Canada, Germany, Switzerland, Spain, UK, and Hong Kong, and this role is joining the team that runs our direct-to-consumer marketing. This opportunity is a new, unique position that will serve as the right arm to our director of direct-to-consumer marketing and will help to drive digital strategy for growth, globally. We are looking for our:

## Senior Digital Marketing Manager – Global

Location: San Francisco, USA

### Responsibilities:

- Driving our strategy for digital marketing campaigns across all major channels– Facebook, Instagram, Pinterest, Programmatic, SEM, Email, Affiliates, Referral, Display, and traditional media– in our key markets to drive revenue
- Responsibility over our direct-to-consumer growth and budget metrics globally
- Build out, execute, and optimize new user acquisition approaches
- Full ownership, from strategy to execution to analysis, of select digital performance marketing channels' KPIs and strategy
- Managing global website and ecommerce platform, and the team members involved
- Reporting & analyzing last-click and multi-touch attribution to develop understanding of the impact of spend as well as interaction in the funnel
- Tracking, measuring, and reporting conversion metrics across all campaigns and channels
- Providing weekly/monthly/quarterly trend and performance reports to stakeholders
- Diving into the numbers to glean insights from performance changes and turning insight into action, partnering closely with our brand team
- Leading key projects within the marketing team

### About you:

- You have a track record of success in a high-growth direct-to-consumer company
- You have a strong background in direct response, specifically in the B2C space
- You have a track record of innovation using emerging marketing channels across the web and mobile platforms
- You are a technical digital marketer, skilled at: complex logic functions in email marketing, basic HTML/CSS/JavaScript knowledge, placing pixels, testing for firing, and troubleshooting the pixel snippet when needed, creating analytics reports, structuring keyword campaigns and display campaigns. You should know what the dev console is in Google Chrome and how to use a VPN
- You are as analytical as you are creative
- You take initiative and ownership of your results
- You thrive in a fast-paced, results-oriented, sometimes messy, always exciting start-up environment
- You have excellent organizational skills and attention to detail with demonstrated ability to handle multiple projects and details simultaneously without missing deadlines



- You have experience managing teams
- You have excellent communication skills
- You are a team player and readily take on new projects or support the team where needed
- You love Ava, our community, and our mission to change women's health

#### Requirements:

- Bachelor's degree in marketing or other relevant field
- 5+ years in B2C ecommerce or digital marketing in senior positions
- Proven track record in direct-to-consumer direct response marketing with significant budgets
- Experience creating automated email marketing flows, and improving conversion rates
- Thorough understanding of the main analytics tools to track and improve your metrics
- Experience thoroughly researching and evaluating potential advertising partnerships and software solutions
- Proficient in Microsoft Office and enjoy spreadsheets
- Possess the skill set and drive to comb through large amounts of data to find trends
- Spanish, German, or French language fluency and copy writing skills are a plus
- EMEA or APAC marketing experience is a plus

#### What we offer:

- Flat hierarchy
- Occasional travel to Switzerland (1-4 trips per year for 1-2 weeks at a time)
- Health insurance
- Paid Time Off and Holidays
- Join a small but growing team that is revolutionizing women's health and providing women a simple and effective way to gain insight into their health and cycles
- Working in an international company that has the goal of improving women's life

Would you like to contribute to a highly motivated team, with a lot of space for your own initiatives? If yes, please send your complete application (CV & motivation letter) to [recruiting@avawomen.com](mailto:recruiting@avawomen.com).

#### Ava – Revolutionizing women's health

Sharee Loeffler, Director of Marketing

*Should you not hear back from us within 3 weeks your application has unfortunately not been successful for the respective role.*