



Ava is a digital health company with the aim to revolutionize women's health. The company is headquartered in Zurich, Switzerland with offices in San Francisco and Hong Kong and partner offices in Belgrade and Makati. Our wearable device, smart app and proprietary predictive algorithms empower women by giving them unique clinically researched insights and personalized data about their menstrual cycle, fertile window, and pregnancy. All delivered in a way that's convenient and non-invasive. Ava is a global, award-winning brand with strong social network communities. Our current key markets include USA, Canada, Germany, Switzerland, Spain, UK, and Hong Kong.

Would you like to join us on our challenging adventure? We are looking for an analytical and creative digital marketer to join 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.

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, 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
- Reporting & analysing 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:

- Passion about Ava, our community, and our mission to change women's health
- Bachelor's degree in marketing or other relevant field
- 5+ years in D2C ecommerce or digital marketing in senior positions with experience in managing a team and a significant budget
- Proven track record in a high-growth direct-to-consumer company with a strong background in direct response marketing
- Track record of innovation using emerging marketing channels across the web and mobile platforms
- Experience in paid social advertising for conversion goals
- Experience creating automated email marketing flows, and improving conversion rates. Skilled at complex logic functions in email marketing, basic HTML/CSS/Java script knowledge
- Thorough understanding of the main analytics tools to track and improve your metrics and ability to comb through large amounts of data to find trends
- Experience thoroughly researching and evaluating potential advertising partnerships and software solutions
- Comfortable in a fast-paced, results-oriented, sometimes messy but always exciting start-up environment



- Excellent communication and organizational skills and attention to detail with demonstrated ability to handle multiple projects and details simultaneously without missing deadlines
- Team player ready to take on new projects or support the team where needed whilst taking initiative and ownership of your own results
- Proficient in Microsoft Office and enjoy spreadsheets
- EMEA or APAC marketing experience is a plus

Would you like to contribute to a highly motivated team, with a lot of space for your own initiatives? If yes, please apply online or send your complete application to recruiting@avawomen.com.

We appreciate that you share our excitement for Ava. Please be aware that only fully documented applications (resume & motivation letter) can be considered.

Ava – Revolutionizing women’s health

Sharee Loeffler, Director Global Direct-to-Consumer Marketing

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