



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 replacement position that will take responsibility of our paid social marketing and manage our website globally.

Digital Marketing Manager – Global

Location: San Francisco, USA

Responsibilities:

- Own paid social (primarily Facebook, Instagram, Pinterest) revenue and budgets, globally
- Plan and execute global paid social digital marketing campaigns and new global growth strategies
- Identify, measure and report on performance of all digital marketing campaigns and assess against goals (ROI and KPIs)
- Participate in defining Direct-to-Consumer strategy and global strategy of acquisition marketing campaigns including SEM/SEO, display and programmatic, referral program
- Keep up on paid social industry trends and new products/functionality
- Identify trends and insights, and optimize spend and performance based on the insights
- Plan, execute and measure experiments and conversion tests
- Provide actionable insights and feedback to brand team on campaign performance and to support development of new creative and visual approaches
- Own the overall website project roadmap
- Project manage and prioritize web development tasks based on the impact on the organization
- Communicate needs, project status, outstanding issues, etc. to all internal stakeholders

About You:

- Passion about Ava, our community, and our mission to change women's health
- Bachelor's degree in marketing or other relevant field
- At least 3+ years of experience in Direct-to-Consumer ecommerce or digital marketing with experience in paid social advertising for conversion goals and website management
- Deep understanding of Facebook ad policy guidelines and CRO
- Working knowledge of GTM/tags, pixels, scripts and basic HTML
- Understanding of funnel-based approach to campaign setup
- Testing mentality (goals/objectives, audiences, creative, messaging, landing pages, etc.), familiarity with A/B testing tools (like VWO, Optimizely, Monetate, etc.) and ability to diagnose performance issues from multiple angles
- Relevant experience with analytics tools (KissMetrics preferred, Google Analytics plus) as well as strong affinity for numbers with superior analytical skills
- Familiarity with Wordpress and Shopify
- Comfortable in a fast-paced, results-oriented, sometimes messy but always exciting start-up environment



- Strong communication and organizational skills and attention to detail when setting up campaigns 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
- Extensive MS Office knowledge and enjoy spreadsheets

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. Please note that this role is full-time and based in our San Francisco office; we will not consider remote candidates.

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.