



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 and the UK.

Would you like to join us on our challenging adventure? We are looking for an experienced digital marketer to join our direct-to-consumer (DtC) marketing team, reporting directly to the VP Sales and Marketing, and drive our digital marketing strategy for growth, globally.

Digital Marketing Manager

Location: Zurich, Switzerland

Responsibilities:

- Execute digital marketing, including SEO/SEM, email, social media, influencers and affiliates campaigns
- Measure and report performance of all marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies in collaboration with the marketing team
- Plan, execute, and measure conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience
- Collaborate with agencies and other vendor partners (creativity agencies, graphic designers, IT agencies...)
- Participate in defining Direct-to-Consumer strategy and global strategy of acquisition marketing campaigns including SEM/SEO, affiliates, referral program, influencers and social
- Brainstorm for ideating new creatives and visual approaches
- Provide actionable insights and feedback to brand team on campaign performance and to support development of new creative and visual approaches

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 5+ years of experience in Direct-to-Consumer ecommerce or digital marketing with experience in paid social advertising for conversion goals and website management
- Relevant experience with analytics tools (Google Analytics plus)
- Experience in at least two of the following:
 - Creating, deploying, and optimizing Facebook advertising campaigns with positive ROI for a B2C company with significant budgets
 - Creating automated email marketing flows and improving conversion rates (We use Klaviyo)
 - Creating, deploying, and optimizing Google Ads campaigns with positive ROI for a B2C company with significant budgets
 - Managing Influencers, affiliates and/or partnerships.
 - Managing referral programs
 - Experience in thoroughly researching and evaluating potential advertising partnerships and business deals
- Familiarity with A/B testing tools (like VWO, Optimizely, Monetate, etc.)
- Working knowledge of GTM/tags, pixels, scripts and basic HTML a plus



- Familiarity with Wordpress and Shopify a plus
- Understanding of funnel-based approach to campaign setup
- Testing mentality (goals/objectives, audiences, creative, messaging, landing pages, etc.)
- Strong affinity for numbers with superior analytical skills,
- Possess the skill set to comb through large amounts of data to find trends
- You thrive in a fast-paced, results-oriented, always exciting start-up environment
- You understand and enjoy structuring digital marketing experiments, report on results, and act on outcomes
- You are a voracious learner who spends time improving on skills, staying ahead of digital marketing trends.
- You have excellent organizational skills and attention to detail with demonstrated ability to handle multiple projects and details simultaneously without missing deadlines
- You have excellent communication skills
- Fluency in English and German
- Swiss or EU/EFTA work permit

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 complete applications (CV and motivation letter as well as relevant diplomas and work references) can be considered.

Ava – Revolutionizing women's health

Stephen LaBarbera, VP Marketing and Sales

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