

About Implantica Group

With over 10 years of extensive research and development work, with operations in the heart of Switzerland along with subsidiaries in the US and other countries, Implantica has been at the forefront of disrupting the field of smart medical implants and eHealth technologies.

Our ambition to make a noticeable contribution to mankind is already one step closer to becoming a reality with the introduction of our first breakthrough technology, RefluxStop™, a paradigm shift in the treatment of GERD (Gastroesophageal reflux disease) that affects more than 400 million people worldwide.

RefluxStop has received CE mark and is now commercially available in key European countries and receiving encouraging feedback from regulatory bodies in other key regions where we are seeking market approval. As our company is continuously growing, we are seeking immediately or by agreement for a remotely based, full time **Social Media Manager**.

Implantica is looking for a talented Social Media Manager to manage our company's image in a consistent and cohesive way to achieve our marketing goals. You will be responsible for creating original text, graphic, and video content, planning social media campaigns, and interacting with followers. As Social Media Manager, you will be responsible for developing and implementing strategies that promote our company's brand and products.

Social Media Manager (m/f), 100%

(Remotely based)

Key Responsibilities:

- Participate in developing a Social Media strategy that supports the overall marketing goals and initiatives
- Expanding, promoting, and managing our online presence via various channels such as: social media networks, Google Ads, website content, and email marketing to deliver a persuasive and cohesive marketing message to our audience to increase presence
- Ensure brand consistency in copy through tone, voice, and terminology
- Setting Key Performance indicators (KPIs) for social media campaigns and measuring a campaign's performance against the KPI and against overall program objectives, providing accurate reports on the Return on Investment (ROI) of campaigns to demonstrate the impact and effectiveness
- Communicating and engaging with followers, monitoring comments and conversations, and responding to queries in a timely manner
- Ensuring that project/department milestones/goals are met and adhering to approved budgets
- Utilizing and monitoring search engine optimization (SEO) analytics and search engine marketing (SEM) techniques to increase traffic

- Planning and employing social media, email, and mobile marketing campaigns, analyzing metrics, and identifying trends.
- Performing research to identify current industry trends and insights
- Working directly with customers and advocacy groups on content development and campaigns related to our product on their platforms
- Partnering with cross-functional teams to deliver on initiatives and support other company initiatives
- Reporting into the VP of Marketing

The ideal candidate will have:

- 5+ years of experience in related area as an individual contributor. 3+ years of supervisory experience
- Bachelor's degree in marketing or business
- Depth of experience in digital/social advertising, and managing and implementing successful campaigns
- Leadership and 'people skills'
- Proficiency in photo and video editing software such as Adobe Suite and Canva
- Experience with Google Ads and google Analytics
- Industry specific digital marketing experience
- Proven experience managing marketing programs across digital channels
- Proficiency in using multi-social posting programs such as Gain and Hootsuite
- Strong computer skills using Microsoft Office and Adobe Suite
- An ability to work cross-functionally with a variety of creative minds and business stakeholders
- A preference for a fast-paced and dynamic environment
- Exceptional project management skills with a keen eye for detail
- Global digital marketing experience preferred
- Strong communication and interpersonal skills
- Strong creative writing skills
- Passion for digital storytelling
- An entrepreneurial spirit, solution-oriented and focus on getting things done
- A deep understanding of marketing, media, and the digital advertising landscape
- Copywriting skills is a plus
- Position is remote – USA based.

We offer you:

- A challenging and exciting position in an open and dynamic company
- A motivated, dedicated and international team
- A long-term commitment
- Modern working conditions and competitive remuneration

Interested?

Then send your complete application documents by mail to careers@implantica.com or via LinkedIn Easy Apply. For more information visit www.implantica.com.