



E-Marketing Specialist (part-time, to turn into full-time) (m/f/d)

KetoSwiss is looking for an eMarketing Specialist with strong omni-channel capabilities to join our team for a period of min. 6-9 months - and possibly beyond.

About KetoSwiss

We are an innovative and mission-driven **Swiss life science start-up** on a mission to **eradicate all brain-related agony on the Planet**, empowering people to reclaim their life through cutting-edge science and compassionate care. **Migraine**, which is our first focus, is the 3rd most common disease in the world, and to this day there is a clear lack of prevention and treatment options. We are here to change that. Founded by a former chronic migraineur, Dr. Elena Gross, we developed a novel medical food product for the dietary management of migraine: **MigraKet**. **The launch of the product will be at the end of 2023 in the US**, and we need to create pre-sales, trials, as well as active sales leads to get the product to the people that need it. At the same time, we want to be compassionate experts and foster a community that feels understood and heard, while helping to raise awareness for the life-impacting effects of migraine.

Job Summary

We are looking for an **eMarketing Specialist, experienced in omni-channel marketing who is driven and share our excitement to create a powerful D2C eco-system and launch MigraKet successfully online in various channels** (D2C/Shopify eco-system, social media, Google, Amazon, etc.), **generate active leads to sell D2C as well as later via clinics, practitioners, and other affiliates/ influencers**. You will be driving the eBusiness strategy and supporting our Marketing Manager in **producing social media content/campaigns/ conversion initiatives across all communication channels**. We expect **initial experience in eMarketing, in creation of automatization/engagement funnels as well as solid analytical skills** to boost engagement rates and conversions with our followers, newsletter subscribers and future customers. **You will contribute and GROW personally and professionally in this role developing, implementing, and fine-tuning strategies to reduce migraine in the World**. You can make a big difference with us!

If you want to join our mission and help us to bring a novel and effective solution to millions of suffering migraine patients, apply now! This is a paid, part-time position in a highly innovative medical start-up in Basel, Switzerland, directly reporting to our Head of Marketing. Ideally, we'd love if you could start asap since we are in an exciting phase of the pre-launch, where you can still set your mark!

Things You'll Do:

- Build D2C/Shopify webshop eco-system & website and help set up strong affiliate programs (Amazon, etc.).
- Drive conversion, trials, and pre-orders from existing follower and subscriber's base.
- SEO / SEM and other related digital marketing activities.
- Build digital automatization tools to convert leads, generate trials, grow subscriptions as well as increase brand/product engagement.
- Create outstanding digital campaigns to raise awareness.
- Contribute to continuously improve branding initiatives, marketing-mix, and PR activities.



- Engage with followers and consumers across all channels, especially in social media (reviews, mentions, comments, direct messages)
- Manage our community platform and newsletter
- Create relevant, creative content (copywriting, photography, video, graphics) to engage consumer audiences and build connections, while understanding the specifics of our community and brand messaging
- Monitoring industry content, as well as social media trends for relevant content creation

What You Bring:

- You have worked in a medical, OTC, nutritional supplement, consumer goods industry or similar.
- You have ideally a bachelor's degree in psychology/neuroscience/medicine/science/marketing or similar
- You are a mission-driven person, who is committed to make a difference in the World supporting our most important priority: the community of migraineurs.
- You have 2-3 years of eBusiness and online marketing/sales experience.
- You are passionate about digital marketing and keep fine tuning till succeeding.
- You have applied SEO/SEM strategies and continuously optimized them.
- You possess a KPI-driven mindset to continuously measure and optimize campaigns and results.
- You have a broad understanding about marketing and sales and want to MOVE THE PRODUCT
- You have some experience with influencer marketing and PR/events
- You know the online trends and best practices for systematically planning and producing social media content.
- You are proficient with Canva, Later, Metabusiness, Wix, Final Cut Pro, Google Analytics.
- You have strong written / oral communication skills in English - ideally proficient in German B1
- Legal authorization to work in Switzerland.
- You are a team player, organized and can prioritize projects.
- You strive in a dynamic start-up environment.
- You make It happen!

What We Offer:

- The opportunity to make a difference for every person suffering from migraine out there.
- Top science & business experts in the team that will make you grow personally and professionally.
- Measured compensation that will evolve as the business grows.
- A hybrid working environment with the possibility to work from home up to 50%.
- A dynamic and international working environment
- Potential for a full-time position in the long run
- Learning how to successfully market an innovative product launch
- Possibility to think and work in an Innovative start-up and think and act like an entrepreneur

How to Apply

Please send your **cover letter** and **resume** to **info@keto.swiss**. Applications will be considered on a rolling basis until the position is filled.

KetoSwiss AG is an equal opportunity employer. All applicants will be considered without regard to race, color, religion, gender identity, sexual orientation, age or disability status.

Picassoplatz 4, 4052, Basel, Switzerland

info@keto.swiss

www.keto.swiss

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