



Ava is a digital health company with offices in Zurich, San Francisco, Belgrade and Makati that aims to advance women's reproductive health by bringing together artificial intelligence and clinical research. 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 delivered in a way that's convenient and non-invasive. Ava was voted Best of Baby Tech at CES 2017, named a Women's Health "Editors' Choice" product and has been honoured as the best Swiss startup in 2017 and 2018. Our current key markets include USA, Germany, Switzerland and UK.

Would you like to join us on our challenging adventure? We are looking for an experienced digital marketer to lead our direct-to-consumer (DtC) marketing team and drive our digital marketing strategy for growth beyond DtC, globally. As a key member of our Marketing & Sales leadership team, you will bring strategic depth whilst being very comfortable with rolling up your sleeves.

Director Direct-to-Consumer & Digital Marketing – Global

Location: San Francisco, USA

Responsibilities:

- Build, lead, and develop DtC and digital marketing team across the globe
- Inspire high-performance, focused execution, and alignment to our company values
- Driving our strategy for DtC marketing campaigns across all major channels– Facebook, Instagram, Pinterest, Programmatic, SEM, Email, Influencers, Affiliates, Referral, Display and other – in our key markets to drive revenue
- Provide leadership on digital marketing opportunities beyond DtC
- Define our key DtC and digital marketing performance metrics, create and develop reporting against those metrics
- Own our direct-to-consumer growth, globally
- Build out, execute, and optimize new user acquisition approaches
- Provide weekly/monthly/quarterly trend and performance reports to stakeholders
- Dive into the numbers to glean insights from performance changes and turning insight into action, partnering closely with our brand team
- Lead key projects within the marketing team

About you:

- Passion about Ava, our community, and our mission to change women's health
- Alignment to our values
- Solid academic and marketing background with 8+ years in DtC marketing and at least 5+ years of hands-on digital marketing experience
- Prior experience in leading a team of 10+ people in several locations and continents and managing a significant budget (min. 10m USD) with a successful track record of managing external partners and service providers
- Track record of innovation using emerging marketing channels across the web and mobile platforms
- Prior experience working in EMEA and working in a regulated industry and the health / medical device industry and knowledge of relevant norms and guidelines (ISO 13485) are a big plus
- Hands-on team player with entrepreneurial drive and a commercial mindset - you are happy and capable step in yourself to support the team where needed, thrive in a fast-paced, results-oriented, sometimes messy start-up environment and aren't afraid to take initiative and be measured by global revenue targets
- 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



- Highly analytical, and data driven personality, with a 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
- Fluent in English. Additional languages (especially German/French/Spanish) are a big plus
- Willingness to travel to our different offices and locations (20%+)

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

Stephen La Barbera, VP Marketing & Sales

Should you not hear back from us within 4 weeks your application has unfortunately not been successful for the respective role.