



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 copy writer to support the marketing and product function globally.

Copy Writer (4 - 6 month contractor position, 10 – 20 hours per week)

Location: remote

Responsibilities:

- Work with a variety of stakeholders to write marketing copy that communicates our value clearly to different audiences.
- Develop and produce content for global email campaigns, digital ads, video scripts, and more
- Meet with internal partners across marketing and beyond to shape the strategy, ideation, and execution of high-quality messaging
- Write long- and short-form copy for a variety of materials, from digital advertising campaign assets to organic social captions to content marketing collateral (and lots more)
- Work closely with our design team to brainstorm concepts and copy for in-house advertising campaigns
- Create thoughtful content strategies for A/B testing headlines, display ads, buttons, etc.

About You:

- 3 – 5 years in a copywriting role at an agency or in-house marketing team
- Native English speaker and relevant degree or qualification (German and other European languages are a plus)
- Impeccable writer, grammar, and copy editing
- Excellent communication skills. Even non-written ones!
- Digital women's health, fertility, and pregnancy are complex and nuanced topics; you should be comfortable enough to talk about cervical mucus without blushing, and curious enough to research why it's important
- Confident about articulating your writing decisions to a variety of partners and stakeholders
- Ability to work quickly and efficiently to meet tight deadlines in a fast-paced startup environment
- Affinity for women's health, medical devices, and digital technology, and passion about Ava's mission to revolutionize women's health

Would you like to contribute to a highly motivated team, with a lot of space for your own initiatives? If yes, please 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** (CV, motivation letter, supporting documents) including a portfolio with at least **five writing samples** that showcase a variety of projects.

Ava – Revolutionizing women's health

Lindsay Meisel, Editor in Chief



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