






# Fizimed

## Marketing Manager - German Market

Joining FIZIMED means being part of a fast-growing international healthcare start-up, working with a passionate team, and growing in a supportive environment.

 At Fizimed, we are united by a shared mission: improving women's health and well-being.

 Our first product is Emy Trainer, an innovative connected medical device to avoid urinary incontinence and do pelvic floor training at home (product reimbursed in Germany). We've also just launched Emy Pump, our hands-free breast pump that lets moms express milk whenever they want, wherever they want!

 In order to accelerate Fizimed's growth in German-speaking countries, your challenge will be to boost sales in Germany, and your role within the marketing team will be to develop channels for brand awareness and customer acquisition.

### Your missions:

- Design and implement the digital marketing plan in line with sales objectives.
- Manage partnerships and influencers (identify, discuss, negotiate and work with them on their communication)
- Develop strategy and communication for German healthcare professionals (doctors, physiotherapists, midwives) and attend some healthcare professional congresses
- Develop 360° content for various marketing campaigns: (e.g. UGC, newsletter, push notifications)
- Adapt advertising content to German (ads, social networks, etc...)
- Management of the German blog and website in collaboration with our SEO expert

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## Profile :

Along with an educational background in Marketing, you have 5 to 7 years as a marketing manager for an e-commerce platform and/or medical products.

## Hard and Soft Skills:

- Native German speaker, fluent in English
- Fluency in French would be: an asset but not a requirement
- Excellent interpersonal and writing skills
- Hands-On and detail-oriented
- Proactive and organized, results-oriented
- Proficient in various digital marketing tools.
- Motivated to work with cross- functional teams.

## Working at Fizimed is...

- Being part of a vibrant, international team (we have 4 nationalities!)
- The opportunity to grow within a constantly evolving organization and use innovative tools such as AI
- Rapidly develop your skills - international exposure
- Home-office possible depending on your location.
- Financial incentive for sporting activities

You'd like to join a team committed to to change women's Health?

😊 We look forward to meet with you.  
Please send your application to [job@fizimed.com](mailto:job@fizimed.com)

