

Are you great Digital Marketeer who loves to dabble with analysis, exhibitions and some branding – look here!

Join C-RAD to fight cancer

C-RAD is a fast growing global MedTech Company with its head quarter in Uppsala. We develop, produce and sell innovative solutions for the healthcare field. Our focus is cutting-edge solutions for patient positioning, monitoring and imaging to ensure exceptionally high precision, safety, and efficiency in advanced radiation therapy, helping to cure more cancer patients and improve their quality of life. We are market leaders in our field and have established a global presence. C-RAD is a fast-growing company and stock listed at NASDAQ Stockholm.

We are now looking for the next rising star to join our Global Marketing team.

About You.

You need to have a proven track record in digital marketing, working with inbound marketing, leads generation but also analysis of customer behavior data and insights creation. You have excellent writing and communication skills, a strong attention to detail as well as great presentation skills.

You need to be a self-starter that can motivate and drive your own role and responsibilities independently but also thrive as a part of our marketing team. You enjoy a fast paced work environment where planning and structure is key to meet all deadlines.

Your creative thinking skills and strategies will be an essential part in driving our digital narrative, enhancing our organization's brand image and encouraging business growth through effective campaigns. You have a strong will to learn and forward your skills to move yourself and the company further. You enjoy working in an international environment.

Responsibilities.

In this role the main areas of responsibility will include, but is not limited to:

- Enhance user experience and deliver on digital objectives/KPI's.
- Responsible for CMS.
- Responsible for optimizing the top of our leads funnel.
- Optimize SEO, create SEM/adwords campaigns.
- Analysis of data and insights creation.
- Developing and sourcing content, images and artwork.
- Support and execute on product and service launches.
- Researching market trends.
- Identifying and engaging with vendors.
- Coordinating marketing events.
- Point of contact for key internal and external stakeholders.

Requirements.

- Minimum 3-5 years of experience in agile marketing.
- Degree in marketing, advertising, or equivalent.
- Active on social media.
- Strong overall marketing knowledge to support various digital marketing efforts, including: social media, search marketing, email marketing, events and exhibitions as well as product launches.
- Strong overall leads funnel experience working with forms, goals, digital sales, digital analysis and insights creation to help analyze customer behavior and progress our leads funnel and content creation.
- Basic design skills and proficiency in Adobe Creative Suite is a must.
- Fluent in English both written and spoken is a must, additional languages is a plus.
- Experience with HubSpot, Salesforce and Wordpress is a plus.
- Eagerness to continue to learn and grow with the company.
- Having experience from Life Science/Med Tech is an advantage but not necessary.
- Must be ok to travel internationally and on occasion work outside of standard office hours.

What we are offering you:

- At the moment C-Rads Marketing is in an expansive phase with several ongoing, but also coming, development projects. You get the chance to be part of this development and at the same time forward your own skills and drive business growth.
- Interesting position in an innovative, fast growing international company with a great team spirit.
- A fun and constantly changing work environment with skilled colleagues and exciting products with new technologies.
- Short decision-making processes supporting an efficient working environment.
- Attractive possibilities for self-development and career progression.
- Competitive compensation package.

Next steps:

If this position is of interest to you, please send us your application incl. a CV, subject line "Digital Marketing coordinator".

Interviews are being held on an ongoing basis, please send in your application as soon as possible as the role will be filled as soon as the perfect candidate is found.

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