



**ZuriMED**<sup>®</sup>  
Innovative Orthopedics

## Junior Digital Marketing Associate (40 - 60%)

Emerged from the Laboratory for Orthopaedic Biomechanics at ETH Zurich and the University of Zurich, the Swiss startup ZuriMED Technologies AG was founded in 2015. Since then, the innovative company has striven to revolutionize the surgical repair of soft tissue by developing breakthrough high-potential medical devices. From the beginning, ZuriMED's ultimate goal has always been to develop emerging technologies and products which have the potential to significantly improve surgeons' quality of treatment and ultimately patients' quality of life. By combining established and novel biomaterials with internally developed technologies the startup aims to bridge the gap of current surgical procedures and unmet clinical needs.

At ZuriMED, we are working towards the commercialization and launch of our medical device in the US by the end of this year. For this, we are seeking a dynamic and highly motivated person to join our Marketing & Sales team. If you are interested in being part of a MedTech start-up and obtaining an insight into this industry, this is an excellent opportunity.

### **Main responsibilities:**

- Assist in developing and executing digital marketing strategies
- Manage and update our company webpage, and social media campaign
- Engage with customers and stakeholders through various channels
- Create and edit videos and photography for marketing purposes
- Design promotional content presenting our technology and value proposition
- Plan and organize conventions, webinars, and other events
- Develop demo materials and assist with product demonstrations
- Contribute to marketing campaigns from concept to execution
- Analyse marketing data and provide insights to improve strategies
- Manage public relations and company branding initiatives
- Assist in the creation and execution of lead campaigns
- Support sales activities and strategic marketing
- Get an industry insight into a MedTech Startup environment and assist the team in various tasks where needed

### **Qualifications:**

- Student pursuing a degree (University/FH/Advanced Studies) in Digital Marketing, Business Administration with focus in Marketing, Communication, or related fields
- Strong interest in healthcare and medical technology
- Excellent written and verbal communication skills
- German and English proficiency is required
- Knowledge in digital marketing tools and social media platforms
- Proficient knowledge and enthusiasm for web management, graphic design and content creation
- Ability to work independently and as part of a team
- Strong organizational skills, attention to detail and creative mindset

**What we offer:**

- Availability to work on-site and remotely
- Flexible working hours
- Dynamic work environment
- Inclusive and young team
- Opportunity to contribute innovative ideas and take on significant responsibilities

Start date: preferably in September 2024

Duration: This position is offered as a one-year contract initially, with the intention of transitioning to an unlimited (permanent) contract upon successful completion

Have we caught your attention? Join us and be a part of a team that's making a difference in the healthcare industry! We are looking forward to your application! Please send your resume and short cover letter to **ronja.senn@zurimed.com** until **09.08.2024**.