

Turkey Jobs Expertini®

Marketing Manager (Hybrid)

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Company: Massive Bio, Inc.

Location: Kadıköy

Category: other-general

Massive Bio is a rapidly growing health-tech startup founded in 2015 to provide every cancer patient with access to clinical trials regardless of their location or financial stability. Our proprietary patient recruitment and enrollment enablement solution for oncology clinical trials solves every point of friction in traditional clinical trial enrollment. Privately held and headquartered in NY City, our passionate changemaker team is looking for a Marketing Manager. Massive Bio is looking for a Marketing Manager to join our team in our Istanbul, Turkiye office. As a member of our Marketing Team, the Marketing Manager will collaborate closely with Ad Marketing Specialists, Digital Marketing Specialists, and other stakeholders to oversee Massive Bio interactions with the public and cancer patient community through implementing marketing strategies on social media platforms, content management, and all digital marketing means. Duties include maximizing the Company's profits by developing marketing strategies tailored to customer needs and promoting products, services, or ideas. The ideal candidate will be a good leader with strong attention to detail and managerial abilities. Reporting to the Chief of Marketing Officer, you will: Support CMO and make reports on marketing activities. Review ad funnel systems and give perspective in this area; follow the strategy and take action with the advertisement team, Developing marketing campaigns to promote products and services, Organizing the use of social media platforms to increase mass reach related to digital marketing, Conducting research and analyzing data to define customer groups, Planning advertising and promotional activities, including printed, online, electronic media, and direct mail, Evaluating market research and organizing a marketing strategy to meet changing competitive

conditions, Monitoring marketing performance, Monitoring competitor products, sales, and marketing activities, Represent the marketing team to cross-functional groups, including product management, sales, and customer relations management, Guiding the preparation of marketing activity reports and presenting them to the management. Candidate Profile: Proven work experience as a Marketing Manager, Digital Marketing Manager, or similar role, Think in a logical perspective and be familiar with the analysis of numbers, To have experience in digital advertisement over Google Search, GND, Facebook, etc., Relevant experience in determining a target audience and how to cater to unique social media campaigns to capture their attention, Strong analytical skills for analyzing digital advertisement and marketing trends and helping the company create a marketing strategy, Strong knowledge of the main topics in digital marketing (SEO, SEM, PPC, social media, content management, e-mail campaigns, etc.), Strong communication skills, Strong computer skills in using Microsoft Office Solutions, Strong project management skills with the ability to supervise multiple projects, Excellent writing, speaking, and editing skills in English, Ability to meet deadlines, Living in Istanbul, preferably on the Asian side, Work location is Kozyatagi, Istanbul; at least 2/3 days a week at the office. No military obligation for candidates.

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