



Position Description

Digital Marketing Specialist

Seniority level: Mid-level

Industry: Complementary Medicine, Health and Wellness, Fitness, Pharmaceuticals, Consumer Goods

Job Functions: Marketing, Education, Strategy/Planning

About the company

Microba Life Sciences is a Brisbane-based precision microbiome science company that has pioneered the use of shotgun metagenomics – an advanced and leading microbiome sequencing technology – for use both in clinical practice and directly to consumers. Our growing team is built on a foundation of scientific and technical excellence and a drive to lead life-changing microbiome discoveries through deeper insights into the relationships between gut microorganisms and health. The gut microbiome is a leading area for new medical insights, supported by many emerging discoveries and a growing evidence base showing its importance in human health.

Microba offers unique gut microbiome testing solutions that empower partners and practitioners to achieve better-targeted patient care. Microba's Platform Solutions group is charged with connecting this gut testing technology to health care practitioners and consumers globally via key strategic partnerships and ~~via~~ direct product sales within Australia. The company is entering an exciting period of global expansion and next generation product development that will see us drive the understanding and engagement of gut testing to market – with Australia's health care practitioners as the lead opportunity. We've empowered thousands of individuals with our platform already, and our next horizon is achieving a million lives through this market-leading platform to continue our vision of improving health.

This is a rare opportunity to be a key player in a fast-scaling Australian biotech company and engage in one of the most exciting new areas of healthcare, the gut microbiome, while positioning Microba at the forefront of new health care management solutions.



About the role

We are looking for a passionate Digital Marketing Specialist to help take microbiome testing in clinical practice to the next level. Your primary market will be the Australian integrated medicine and naturopathic market and a secondary focus on the Australian dietitian market.

Microba is an agile and fast-growing organisation and in this exciting role the Digital Marketing Specialist will be responsible for developing a strong level of engagement through our marketing platforms, social channels and experiment with new ways to interact with our audience. This is a 12-month maternity leave contract, with the opportunity for extension for the right candidate.

Reporting to the Marketing Manager, this is an opportunity to join our healthcare team and drive success with our product and messaging. For the initial stages of your role, you will be heavily involved in the development of marketing activity for Microba's healthcare-focused microbiome test offering, website and education platform.

You will be responsible for project managing and developing engaging educational content and executing compelling marketing messages to our practitioner audience. While managing the key channels to deliver this content, you will also be responsible for the outcomes of our paid channels and planning for future initiatives.

About You

You will have strong interpersonal skills and be a confident and efficient communicator. Agile in nature, you thrive in a fast-paced environment.

You are a resourceful and creative self-starter with strong communication and written skills. You have high attention to detail and are excited to grow and expand your skills and experience in a developing role.

You have excellent interpersonal and organisational skills and have experience in project managing and negotiating the execution of strategic marketing plans across a range of mediums, including print, digital and events, to achieve successful project outcomes.

Ideally you will have experience working within the Integrated Medicine and Naturopathic industry. Although this is not essential, the majority of marketing activity will aim to engage with this practitioner market.



Desired Skills and Experience

The successful candidate will be a true marketing generalist and will work across all aspects of the healthcare team's marketing function, including involvement in strategy development, website and education platform development, content and collateral development, social media and events.

- Minimum 3 – 5 years experience in management of online platforms including website development (WordPress), content development, paid content promotion through AdWords, Facebook advertising.
- Expertise in coordinating the development of multi-media content creation, including blogs, education resources and resource brochures
- Experience in educational content development, preferably in relation to translating complex scientific information to clear, compelling messages
- Social media management expertise within the health and wellness, nutrition, or similar markets
 - Proven track record of delivering successful outcomes for paid media channels within agreed deadlines and budget
- A proven ability to juggle multiple priorities with excellent time management skills
 - Sound knowledge of the graphic design and publication process, particularly design and document layout
- Experience within the integrated, naturopathic or dietetics market is desirable, but not essential