



Position Description

## Global Marketing Manager, Platform Solutions

**Seniority level:** Senior level

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

**Job Functions:** Marketing, Education, Strategy/Planning

**Employment Type:** Full-time

### 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, experienced marketer to take a lead in the team and drive success with our product and messaging. As Global Marketing Manager, you will be responsible for collaboratively developing and project management of marketing strategies and ongoing initiatives.

Key initial focus will be on positioning and launching the next generation product to the Australian integrated medicine and naturopathic healthcare practitioner market while building global messaging and marketing support for our international healthcare partners.

This role will drive the go-to-market strategy from ideation phase through to execution for the successful market rollout. You will be responsible for managing internal and external stakeholders to drive the development of a new product brand and establishing a strong digital presence, including website and practitioner education strategies.

As Microba is an agile and fast-growing organisation, we require a self-starter that is ready to lead, but does not shy away from rolling up their sleeves and getting involved in developing and driving the execution of the day-to-day digital marketing and social media channels.

Managing both internal and external stakeholders will be key to this role, requiring strong interpersonal skills to develop engaging educational content, compelling marketing messaging, and managing the outcomes of our owned marketing channels.

You will report to and work collaboratively with the Senior Vice President, Platform Solutions and have close working relationships with Microba's Science Team, Healthcare Sales Team and Microba's Chief Marketing Officer to create cohesive plans.

## **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 will be experienced in developing and overseeing B2B and B2C marketing strategy across a range of mediums, including digital, print and events and preferably have experience in people management.

Ideally you will have experience working within the Integrated Medicine, Naturopathic and/or Complementary Medicine industry. This diverse role will involve both the "strategising" and the "doing" and to be considered for the position you will have a passion for big-picture thinking and driving a marketing strategy that creates awareness, leads practitioner and consumer education and inspires action.



### **Desired Skills and Experience**

- Minimum 5+ years' experience in Healthcare / Devices Brand Management
- Relevant degree in Marketing, Communications or Digital Media
- Qualifications in, or understanding of, the integrated medicine and naturopathic medicine industry will be highly regarded
- Experience in content strategy development
- Ability to translate complex scientific information to clear, compelling messages
- Training and facilitation expertise, including commercial skills and engaging communication experience
- Experience in marketing budget management
- Proven track record of delivering successful outcomes for paid media channels within agreed deadlines and budget
- Brand management of product portfolios targeting major healthcare test providers, Healthcare Professionals (HCP) and health-conscious consumers
- Development, implementation and evaluation of targeted promotional activities in line with brand and corporate strategic objectives.