



Full-Time Marketing & Digital Media Analyst

MEND Nutrition Inc.

April 2019

About Us

MEND Nutrition Inc. is a fast growing start-up and life sciences company initially focused on redefining the role of nutrition in the healing process. We are passionate about helping people heal and live their healthiest. We are working with the world's leading universities and hospitals to research and develop evidence-based nutrition. Our products are proven to enhance health outcomes in patients recovering from illness and injury, aid in healthy aging, and help athletes achieve peak physical performance.

Our team has vast experience starting companies as well as holding leadership positions in multinational corporations. We thrive on innovation, and are constantly pushing the boundaries of our thinking. We believe in practicing what we preach. At MEND we're dedicated to the health and well being of our employees and understand that fulfilling work and a supportive environment drives success. We are a values based company and are looking for like-minded, energetic people to join our team.

Our primary office is located in the Biolabs@NYULangone life sciences accelerator in the SOHO neighborhood of New York City where we are immersed with leading scientists, researchers and partners defining the future of life sciences innovation.

About the Role:

We require a Marketing & Digital Media Analyst to design, build and execute our end-to-end digital marketing programs. The Marketing & Digital Media Analyst will be involved in every aspect of our marketing programs working closely with our CEO, VP Operations, VP Business Development, Creative Director and Digital Agency.

What you will do

Digital Marketing Execution:

- Develop and manage marketing campaigns across products, consumer segments, and B2B in partnership with Creative director and PPC management team
- Help set up our marketing infrastructure
- Design experiments to optimize ad spend
- Build and maintain dashboards to track campaign progress
- Develop, design and test marketing campaign testing (A/B testing)
- Run ad campaigns and analyze the results
- Implement reporting and analytics to monitor campaign KOIs, including ROI, engagement, etc.
- Oversee and manage our social media channels (Facebook, Twitter, Instagram, LinkedIn, etc.) publishing relevant news and content regarding MEND Products, success stories and or research
- Day to day liaison with MEND's digital suppliers/agency

Content Management & Creation:

- Manage content for digital campaigns (i.e. email). Maintain and grow emailing lists
- Content development, identification and/or creation for events, newsletters or other Brand positioning
- Maintain MEND website content and blog

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- Develop and manage content calendars on a weekly and monthly basis for company brands
 - Lead “MEND Stories” campaign to launch videos with key customers and grow brand ethos

Marketing Program Development:

- Conduct competitive research to find new ideas and best practices
- Determine unique value propositions and market approaches across all of MEND’s products and key channels
- Support VP of Business Development with conference strategy to market MEND and grow key B2B accounts
- Develop “jurisdiction” expertise in medical nutrition, nutrition and related subject matter areas to MEND’s market strategy and product suite
- Develop key relationships within the marketing ecosystem

Qualifications

- 2-5 years experience in digital marketing / growth hacking at a digital agency or start-up
- Passion for staying on the cutting edge of marketing and continuously innovating expertise in techniques including: search engine optimization, content marketing, social media, video, email marketing, links building, website analytics, PR, A/B testing, etc.
- Proficiency with Google Marketing Tools such as Google Analytics and Google Adwords
- Strong understanding of social marketing platforms and tools in Facebook, Instagram, Youtube, Twitter, Pinterest and the analytics, marketing techniques and tools required to build, extend and optimize both a B2C and B2B brand
- Basic understanding of HTML/CSS
- Software Applications: WordPress, Shopify, PhotoShop, Illustrator
- Web Marketing: Email Marketing software (e.g. MailChimp, Klaviyo), Hubspot

Additional Qualities that matter:

- A team oriented attitude: We are a start-up and day to day tasks change at a moment’s notice – it is an “all hands on deck” environment and we all need to roll up our sleeves to get the job done
- Creative: You think outside the box to relentlessly find innovative solutions Challenger: You like to push yourself and go beyond your own goals. We’re ambitious and we want you to be too!
- Strong attention to detail and accuracy
- Strategic thinking to successfully implement a clear vision
- Entrepreneur-minded that craves success and a great visionary
- Customer Centric: we are ruthlessly customer focused and expect you to share our passion for nutrition, healing and – our clients
- Quality-driven: You create great work you’re proud of!
- Team player: You share ideas, convey the vision, empower the team

What we offer you

- Empowerment: We trust our talented team. Whatever your ambitions or ideas, we encourage you to go after them and will support you.
- Growth: Learn alongside the Founder/CEO & VP Operations and grow your skills and experience as you help to build a world-class company
- An opportunity to disrupt an industry: You will be working closely with our clients, researchers and partners to help define the medical nutrition market

Compensation includes salary, bonus, potential equity and health benefits

Location and Environment: We are located in Biolabs@NYULangone accelerator in SOHO where you’ll be working in a fast-paced, start-up environment that is simultaneously our office, ideation center, research center, operations and sales -- all under one roof. This allows us to collaborate and learn from each other’s area of expertise, providing better solutions to our customers.

Diversity & Inclusion:

We're proud to be an equal opportunity employer open to all qualified applicants regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or expression, Veteran status, or any other legally protected status