

# Marketing Project Manager | Pharma

## Tribun Health, AI-Powered Pathology - Paris, France (Hybrid)

Apply on [LinkedIn](#) or send your application to [jrat@tribun.health](mailto:jrat@tribun.health)

Tribun Health has been the leader in clinical decision-making solutions using digital pathology for over 15 years. Our mission ? Accelerate diagnosis, improve patient care so that cancer is no longer a fatal disease.

We pioneer advanced artificial intelligence technology that automatically extracts the most relevant data from pathology slides, accelerates and improves image quantification for diagnosis, prognosis and analysis biomarkers. Our products have been developed with the assistance and experience of pathologists from prestigious private, public and academic institutions around the world.

As a world leader, we are keen to meet the expectations of our customers (public hospitals, private laboratories and the pharmaceutical industry). Customer satisfaction, innovation, patient impact and teamwork are at the heart of our success. Tribun Health has also won the prestigious "Best in KLAS" customer experience award for digital pathology for 2022.

Tribun Health is accelerating its development, internationally and in France, and recruiting new talent. Are you looking for an ambitious project? Join us as a Marketing Project Manager! Your main mission is to drive the creation of new digital marketing content for sales and lead generation activities, and to help increase brand awareness (company and products):

### **Market analysis and implementation of a marketing strategy:**

- Marketing monitoring of competitors and positioning in adequacy.
- Planning, design and execution of the marketing plan relating to our products and software solutions.

### **Digital Marketing :**

- Website development and UX/UI improvements in collaboration with a marketing agency.
- Daily updates of blog and web pages.
- Implementation and development of an inbound strategy with marketing automation (creation of landing page, contact forms, CTA, e-mailing...).
- Supervision of database segmentation.
- Monitoring of the API between the Marketing CMS (HubSpot) and the Sales CMS (Dynamics).

### **Content creation:**

- Creation of content in line with the defined strategy.
- Content writing: social media posts, blog articles, press releases, customer cases, white papers, etc.
- Visual/graphic design: videos, brochures, designs, photographs...

**Management of events and marketing projects:**

- Management of logistics related to our participation in congresses and potential speaking engagements.
- Organization of webinars or customer events.
- Supervision of marketing projects with product, sales, media and other external partner agencies.

**Data study:**

- Monitoring, analysis and reporting of KPIs against marketing actions and campaigns for optimization purposes.
- Creation of quarterly reports for marketing teams and management.

**In order to carry out these missions, we are looking for the following skills:**

- Start-up spirit
- Autonomous, pragmatic, versatile and organized
- Very good interpersonal skills, excellent presentation
- Fluent English
- Perfect mastery of the Adobe suite: mainly photoshop, indesign, illustator and premiere pro.
- Knowledge of HubSpot CMS would be a plus.
- Knowledge of SEA tools would be a plus (linkedin, google, ...)
- Scientific knowledge required
- Master 2 in marketing / communication or a business school diploma with a specialization in marketing / communication.
- Scientific knowledge appreciated
- Experience of at least 5 years in the marketing of scientific solutions or IT solutions.

**We offer you :**

- The opportunity to work with an international team of high technical and scientific level.
- A start-up way of working
- Hybrid work (2 remote days/week) with occasional trips.
- An office located at the foot of the Eiffel Tower 🗼.
- An attractive package

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