



DECIPHEX

DCU Alpha Innovation Campus, 11 Old Finglas Rd
Glasnevin, Co. Dublin
P: +3531 700 6377
E: info@deciphex.com

Job Description

About the Company

Through the work that we do, the team at Deciphex helps pharma to accelerate the process of essential drug development and helps patients to get timely and accurate diagnosis.

Founded in Dublin in 2017, Deciphex has scaled rapidly to a team of over 150 people and counting who are providing software solutions to address the pathology gap in research pathology and clinical areas. We have offices in Dublin, Exeter, Oxford, Toronto and Chicago and are expanding our team throughout the world.

We are software developers, clinical specialists, AI engineers, operations professionals and so much more, all working as one team to support our customers and patients. Our team culture is built on trust. We give our team the space they need to deliver results and the environment to ensure they can enjoy doing it.

We are looking for highly motivated individuals who are excited to take on challenges and value making a difference in their day-to-day work. This is a unique opportunity to make a difference in the emerging Digital Pathology field.

Read more about Deciphex [here](#) and more about our incredible team on our [Careers Page here](#)

About this Role

We are on the hunt for a dynamic Digital Marketing Specialist to spearhead our growth initiatives and lead generation efforts. In this role, you will play a crucial role in enhancing our online presence through content marketing, driving quality traffic to our websites, and owning demand creation across various paid media and CRM channels.

Key Responsibilities

- Drive top-of-the-funnel lead generation, manage MQLs, and own lead creation and reporting processes in Hubspot.
- Direct and align the team on all paid media activities across online and offline channels, ensuring a consistent influx of high-quality traffic.

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Deciphex Limited. Registered in Ireland under No. 600431 – Directors D. O’Shea and M. Gregson.
Registered Address: 7 Garrai Na gCrann, Mornington, County Meath, Ireland. VAT Registration No. 3469263GH



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- Monitor and set benchmarks for Customer Acquisition Cost (CaC), Cost per Acquisition (CPA), and Lifetime Value (LTV) to ensure profitable retention activities and establish KPIs.
- Work in tandem with product marketing on paid search and social media advertising campaigns.
- Conduct A/B testing and utilise data analytics to formulate and execute high-converting marketing strategies to achieve key metrics.
- Stay abreast of B2B pathology industry best practices, focusing on Conversion Rate Optimisation (CRO), CPA, and LTV.
- Identify and capitalise on opportunities to scale the business and acquire new customers while addressing market threats and opportunity gaps.
- Launch, manage, and enhance referral marketing programs.
- Drive lead generation campaigns and conduct follow-ups, while researching to identify potential customers.
- Collaborate with product marketing, commercial marketing, and design to ensure cohesive campaign execution.
- Monitor and optimise marketing campaigns across all channels to ensure effectiveness and ROI.
- Ensure our websites are up to date with accurate information, engaging visuals, and user-friendly navigation.
- Manage and grow our social media presence by creating and curating content, scheduling posts, and monitoring engagement and analytics

Requirements

- A minimum of 2 years of experience in a digital marketing role is essential, with a proven track record of driving growth through varied digital marketing strategies.
- While not mandatory, a background in life sciences or a related field would be considered a significant advantage, enabling a deeper understanding of our market and customer needs.
- The candidate must be proficient in using HubSpot as a CRM tool and have HubSpot Marketing Software Certification. They should have experience utilising its marketing suite to drive digital marketing initiatives and manage customer relationships effectively.

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Skills

- **Strategic Thinking:** Ability to formulate and implement effective marketing strategies.
- **Analytical Skills:** Proficiency in utilising data to drive decision-making and marketing optimisation.
- **Leadership:** Willingness to learn how to lead teams and manage paid media initiatives effectively.
- **Communication:** Strong communication skills to effectively collaborate with internal and external stakeholders.
- Proven ability to develop, implement, and execute successful public relations campaigns
- You're able to manage SEO/SEM, marketing database, email, social media and/or display advertising campaigns.
- You're highly creative and have experience in identifying target audiences and devising digital campaigns that engage and convert
- You can optimize landing pages and user funnels
- You are skilled in experimentation
- You have a solid knowledge of website analytics tools
- You have a working knowledge of Google Ads and social media advertising.
- You have strong analytical skills
- You see exciting marketing possibilities in new technologies and emerging trends

Work Environment

- This position is Office/ remote-based. Potential to work from home in Ireland or UK as agreed with the Line Manager on a scheduled basis, on the condition that you have access to a good working environment at home (i.e. closed-door office space for privacy, office desk, office chair and reliable internet). This will be assessed and supported during the first week of employment. If you do not have a satisfactory working environment, you will be required to work in the Deciphex offices.
- You may be required from time to time to visit the Dublin office for meetings/events, for which travel expenses will be paid.
- This position will require remote collaboration with customers in the United States and Continental Europe, along with Deciphex associates across these territories.
- Working Hours: Total 37.5 actual working hours per week, or 7.5 hours per day (not including lunch). You will be entitled to 1 hr unpaid lunch break per day, hence the full working day is 8.5 hours per day or 42.5 hours per week. Core business hours are between 10 am – and 4 pm Irish time.
- On occasion, candidates may be requested to work overtime and weekends for special program events.

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Travel

- Candidate must hold a valid Passport
- Ability to undertake travel to international training events and conferences and to Customer Site locations as required

What are the benefits of working with Deciphex?

- Competitive salary with performance-based annual increments.
- Healthcare benefits
- Competitive annual leave
- A true sense of meaning in your work by contributing to better patient outcomes.
- The opportunity to work alongside a world-class high-performing team in a hyper-growth startup environment.
- A chance to work on exciting, challenging and unique projects.
- Regular performance feedback and significant career growth opportunities.
- A highly collaborative and supportive multi-cultural team.

Deciphex is an equal opportunities employer and we are committed to the principle of equality. All qualified applicants will be considered for employment without regard to age, race, religious beliefs, political views, gender identity, affectional or sexual orientation, national origin, family or marital status (including pregnancy), disability, membership of the travelling community or any other classification protected by applicable law.

The above Job Description reflects the requirements of this position at the time of issue. As duties and responsibilities change and develop, this will be reviewed and may be subject to amendments.

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