

EIT Health InnoStars Marketing Specialist

Based in Lodz, Poland

EIT Health InnoStars is looking for a marketing and communications specialist with experience in co-creating and supporting comprehensive Marketing, Branding or PR campaigns, as well as providing support for events. The post will be based at the InnoStars office in Łódź, Poland.

About EIT Health

EIT Health is a network of best-in-class innovators backed by the EU. By collaborating across borders, we deliver solutions to enable European citizens to live longer, healthier lives.

Our role is to support the development and commercialization of healthcare solutions that make a difference both in people's lives and in health systems across Europe. We believe that innovation is the key to this goal.

We connect the right people and the right topics across European borders so that innovation can happen at the intersection of research, education, and business – everything we do aims to improve the health of European citizens.

Across Europe today, the steady growth of our ageing population and the rising burden of chronic diseases with associated multi-morbidity and unsustainable costs are causing us to ask bigger, deeper, more challenging questions. For example: How can the latest innovations in digital technology meet unmet clinical and economic needs? How can we focus investment on preventive healthcare solutions, supporting European citizens to become more self-sufficient?

EIT Health addresses these questions head-on by bringing together healthcare professionals, entrepreneurs, and citizens, offering them new opportunities and resources. We leverage the expertise of more than 140 leading healthcare organizations from pharma, medtech, payers, diagnostics and consumer products as well as some of the world's leading academic and research organizations, healthcare providers and public administrations to put ideas into action and commercialize patient-focused solutions.

Find out more about EIT Health here: www.eithealth.eu

About EIT Health InnoStars

EIT Health InnoStars is one of the regional offices of EIT Health, with an office in Lodz, Poland. EIT Health maintains a regional structure that stretches across Europe, with six co-location centers (CLCs) in cities that have high innovation ratings and feature clusters of innovative firms, universities and research centers. With its headquarters in Munich, Germany, EIT Health has established CLCs in six regions, UK/Ireland, Scandinavia, Spain, France, Germany, Switzerland, Belgium, and the Netherlands. With the aim of leveraging diversity and driving the potential of emerging innovation clusters, EIT Health has also added the “EIT Health InnoStars” in Hungary, Italy, Poland and Portugal.

About the position: EIT Health InnoStars Marketing Specialist

EIT Health InnoStars is looking for a passionate, English-language-proficient marketing and communications person with self-motivation, who has three years of experience in co-creating and supporting comprehensive Marketing, Branding or PR campaigns. We are looking for an ambitious person who has worked with many different marketing, PR and social media channels and tools. Being familiar with digital platforms, such as event management, newsletters, website, mailings, and online surveys and polls, will be a plus. We are also fans of events, so the position holder will be responsible for developing marketing materials and support organisations in content creation and media buy-in. Project management skills are required. Ultimately you will help us build and maintain a strong and consistent brand in 13 EU markets. Proven experience in working with a digital, marketing or PR agency will be a plus.

Scope of the tasks:

- Coordination of marketing, event, and social media projects that are complementary to Communications Strategy and support the organization’s business goals.
- Collaboration with Communication Manager on implementing tactics to drive qualified traffic to the accelerator, education, innovation and outreach programs on the chosen European markets.
- Collaboration with Communications Manager on branding compliance.
- Work with PR/Marketing agency and subcontractors on a daily basis.
- Produce valuable and engaging content for the marketing materials, website, newsletters and similar (e.g. brochure, video, gadgets).
- Collecting insights, data, testimonials and success stories and promote them effectively.

- Support in building Community of innovators via different channels.
- Support in measurement and report of the performance of marketing campaigns.
- Preparation of presentations, co-creation of marketing database/wiki (FAQs, guidelines, materials).
- Support event organization and management.
- Daily communications and administrative support.

Requirements:

- At least three years of experience as a Specialist in marketing/communications/digital department or Marketing/PR agency.
- English fluency, both written and spoken.
- Ability to plan, organise and manage various projects simultaneously with little supervision.
- Proven experience in coordination marketing/PR campaigns or at least smaller communications projects (international markets will be a plus).
- Solid knowledge of social media channels and marketing up-to-date tools.
- Project Management certificate or proven skills would be an advantage.
- Readiness to travel around the EU at least 30% of the time.

We offer:

- InnoStars Marketing Specialist is a full-time position (1 FTE), with regular travel – primarily in Europe.
- Start-up mentality, fast and flat processes, straight internal communication, low hierarchies and freedom to operate on own initiative.
- An extensive network in the health care sector, with exposure to high-level representatives from across our network.
- The opportunity to work on critical projects of European interest, contributing to bettering the lives of patients.
- The familiar atmosphere within a dynamic team.
- A competitive salary and benefits package.
- Learning program for staff.

How to apply

Please send your CV via this link: <https://www.pracuj.pl/aplikuj/Home/FirstStep?oid=7260571>