

Join us and build the future of healthcare

Marketing Manager

European Union, Remote



Apply today at
recrutement@i-virtual.fr

Why should you join i-Virtual ?

Take part in the e-health revolution by joining a dynamic start-up in HealthTech.

i-Virtual develops **innovative solutions for measuring vital signs** by camera, aiming at improving access to healthcare and helping millions of patients in France and around the world.

i-Virtual is the **only company in the world to have obtained CE IIa marking** for this type of device and is the only one to be able to integrate the patient pathway.

Grow within an innovative company that gives meaning to its daily missions, through its ambition and values and where **autonomy, trust** and **solidarity** dominate. i-Virtual offers you a pleasant, dynamic working environment and numerous benefits: lunch vouchers, company health insurance and an onboarding program.



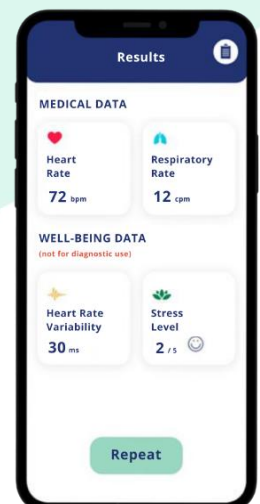
Paris, Metz
or Remote



An immersion in
cutting-edge
technology



A passionate and
adventurous team



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The Marketing Manager develops and implements marketing plans and strategies. This person is the right arm of our Chief Marketing Officer (CMO) and acts as a link between employees, customers and suppliers, as well as the Product and Sales departments.

The ideal candidate is passionate about technology and the use of technology in marketing. They prefer to work in an environment that emphasizes ownership, collaboration, learning, curiosity and are driven to continually improve oneself / the team / the organization. They love to solve problems, get hands-on, experiment, and measure.

The role

- Develop and implement short- and long-term **marketing strategies** to create and increase brand awareness such as:
 - support the development of marketing projects
 - determine the feasibility and profitability of new or existing campaigns
 - manage marketing and advertising campaigns and plans, ensuring that each initiative aims to increase brand awareness and generate demand
 - provide ideas, recommendations and plans to help optimize marketing strategies
- Produce **marketing content** for press releases, website, blogs, social media, sales tool kit, presentations, events and conferences.
- Coordinate and target our participation to **in-person, digital or hybrid events**.
- Help the sales team achieve their goals.
 - provide marketing support for a better understanding of the company's voice and personality
 - provide content adapted to the **journey of our customers and partners**
- Present current and forecast data (**reporting**) and measure the impact and results of marketing activities.
- Manage our **social networks** to grow our audience and their engagement.

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Your profile & skills

The ideal candidate has the following profile and skills.

- Creative, insightful, curious, as well as having a positive and dynamic attitude:
 - ability to anticipate customer needs and seize key opportunities, and act proactively and strategically accordingly
- Strong interpersonal and communication skills:
 - communicate clearly, both written and spoken, to convey ideas and messages in an effective and compelling manner
 - be able to establish trust and cultivate relationships with colleagues, clients, and partners
 - be customer-oriented and enjoy collaborating as a team
- Be autonomous and show initiative:
 - be able to work independently and as part of a team in a dynamic and fast-paced environment
 - be able to manage several files and projects in parallel
 - see the big picture and be able to prioritize tasks and responsibilities accordingly
 - be flexible, versatile and able to quickly modify strategies and priorities based on events and opportunities
- Have an analytical mind and problem-solving skills:
 - identify problems and resolve them in a timely and timely manner using good judgment
 - adopt a critical mindset, use logical arguments and refer to sources when reasoning.

Your qualifications

- 5 years of experience in a similar position, in a B2B tech start-up with influence outside France
- BAC+3 in marketing, communication, business administration (asset), or have obtained an equivalent certification.
- Proficiency in office software (Google Workspace, Office365) and martech tools (Canva, SEMrush, WordPress, Matomo/GA, Mailchimp, Hootsuite, Hubspot, Zapier, Asana, etc.)
- Bilingual French-English; another language an asset