



## M/F Digital Communications Officer

KAYENTIS is a growing global provider of patient-centric electronic Clinical Outcome Assessment (eCOA) solutions for clinical trials in the pharmaceutical industry. Our mission is to improve reliability of clinical research through the quality of the solutions and service that we provide. Our user-friendly solutions are designed to improve clinical trial compliance and reduce data capture errors. Patients and sponsors fully benefit from the advantages of electronic COA solutions, adapted to both supervised and unsupervised use. Is entrepreneurial spirit on the radar screen of your next career move?

KAYENTIS is growing! Develop your career with us!

**Kayentis** is looking Digital Communications Officer. This permanent position is based in the Grenoble region (Meylan) FRANCE.

Working under the Marketing and Communications Manager, you will support the development and implementation of communication activities and will have ideas and suggestions to improve the communication strategy and management of activities.

### **Mission:**

#### DIGITAL COMMUNICATIONS & MARKETING STRATEGY

In collaboration with the communications manager and management:

- Participate in defining the digital communications strategy
- Participate in presenting results to management and researching ways of improving the digital communications strategy

#### DIGITAL MARKETING STRATEGY

In collaboration with the communications manager:

- Carry out competitive and technology monitoring: monitoring of competitor communications, monitoring of sector communication tools, provide recommendations on new approaches, tools
- Webmaster activities: publishing articles and communications online, website updates, SEO, DTP, implementation of link building, malfunction/bug monitoring
- Communication media: participate in the creation of communication media in collaboration with graphic design partners and the communications agency (brief, brainstorming, monitoring)
- Content development: interview key figures, draft articles for the web (mainly in English), content rewriting, content optimisation for the web. In collaboration with the Science Manager for scientific content.
- Community management: responsibility for social network content (linkedin, twitter, others in the future?) and sponsored campaigns
- Reporting/audience and traffic analysis: define and monitor web KPIs, social networks, e-reputation monitoring
- Digital marketing, marketing automation: lead detection, re-targeting, CRM link, targeted newsletters...to be developed further in order to optimise the inbound marketing strategy

#### CONFERENCES

In collaboration with the sales representatives:

- Organise and manage conference logistics: defining communication media, management of shipments (stand, brochures, promotional material, other conference-specific items or media...)
- Promotional material: research promotional material, budget proposals and stock management
- Communicate on the website and in social media: conference notification, response monitoring

## INTERNAL COMMUNICATIONS

In collaboration with the human resources department:

- Develop content for internal communication tools: internal newsletter, welcome screens, CSR communication, company facebook page
- Organise internal events: seminars; discovery café, 360,

### **Interests:**

Interested in working in an innovative sector, knowledge of the health sector would be beneficial  
proactive, creative, dynamic, curious, always seeking out new challenges

Keen to progress in a rapidly developing sector

### **Profil :**

- Business and Management Master's degree with a specialization in Communication/Marketing/Digital; basic training in medical/life sciences would be advantageous
- Organized, methodical, able to multi-task, reactive, autonomous, imaginative, and proactive
- Writing skills in English
- Conversational English (native or bilingual English-speaking would be advantageous)
- Interest in the scientific and health sector
- Excellent knowledge of Microsoft Office suite (Word, Excel, PowerPoint)
- Good knowledge of digital tools: social networks, hootsuit, WordPress, marketing automation
- Knowledge of the Adobe suite would be advantageous (Indesign, Photoshop, Illustrator)

For more information on KAYENTIS, visit our website at <http://www.kayentis.com>

If you are motivated by this exciting opportunity, contact us and send your application to [career@kayentis.com](mailto:career@kayentis.com)