



## Nua Fertility

### **Digital Marketing Executive**

Do you want to work for a passionate and highly driven team of entrepreneurs who are changing the future of fertility health? We are delighted to announce that we have a new opportunity for an exceptional Digital Marketing Executive to join our growing team. The Digital Marketing Executive is responsible for growing Nua Fertility's digital footprint, content creation and identifying new business opportunities.

### **About us:**

Nua Fertility is a young Irish company whose mission is to provide education and innovative products with a microbiome focus which support people on their fertility journey. Our team is brimming with experience. Collectively we have over 100 years of experience! We are very much one big family. It is in our DNA to never settle for anything other than passion, innovation, and excellence. We work as a close-knit team and look out for each other. We are proud ambassadors of fertility health. We are very proud of what we have achieved so far, but we are only at the start of our journey in Ireland and the U.K. Our next step in the journey? We're looking for a Digital Marketing Executive to join our team. As part of the Nua Fertility Ecommerce Team, the Digital Marketing Executive will primarily support and help drive the implementation of the company's social, search, web, and overall digital brand strategy. We are looking for an ambitious, analytical, results driven Digital Marketeer who is passionate about digital and enjoys working as part of a creative and dynamic team.

### **Our Vision**

To be the global leader in the development of premium products which reflect the link between the microbiome and fertility health

### **Our Values**

- **Quality:** We provide outstanding effective products and unsurpassed service that, together, deliver premium value to our customers.
- **Collaboration:** We believe in the power of working together.
- **Passion:** Committed in heart and mind.
- **Leadership:** The courage to shape a better future.
- **Integrity:** Act with uncompromising honesty and integrity in everything we do.
- **Be Pioneers:** We innovate, improve and push for boundless creativity through curiosity.

## The Role and Responsibilities

This is an exciting opportunity to join the Nua Fertility team. The Digital Marketing Executive will work closely with the Sales Director and Director of Marketing to expand our client base across Ireland, the UK and help drive growth in both sales and brand loyalty, with confidence and unmatched commitment. The Digital Marketing Executive will develop and deliver the company's Digital Marketing plan in line with key business objectives. The Digital Marketing Executive is responsible for:

- Build, plan and implement the overall digital marketing strategy for Nua Fertility
- Manage all digital marketing channels daily - (Facebook, Instagram, Pinterest, LinkedIn, YouTube.) including creating and scheduling engaging social content and managing customer services queries via direct mail.
- Stay up to date with the latest technology and best practices
- Implementation and management of all digital campaigns (paid or organic) with strong experience of Google Ads – search, display and smart campaigns
- The development and regular CMS updates for the company website.
- Manage and improve online content, considering SEO and Google Analytics
- Growing the business e-commerce sales in line with company sales targets.
- Continually optimising digital campaigns to meet KPI's set out by the Director of Marketing
- The development of a strategic social media marketing plan and its associated budget across all channels.
- Prepare and manage a digital marketing budget
- Work with third party agencies, publishers, platforms, and other partners with the goal to find fast, creative, and efficient ways to build, execute and measure innovative social media marketing plans that connect with customers, maximise engagement and create sharing, talkability and advocacy.
- Lead and develop the implementation of a wide range of content forms, including video, text, still imagery, animation, live action, and other content forms that best utilise the technology available on any given social media/digital platform.
- Briefing and managing of media and content agencies across ROI, UK, and US.
- Strong knowledge of email marketing campaigns and their importance – including segmentation of a database and targeted content creation
- Creating marketing content focusing on lead generation and b2b conversion
- Blogger outreach and online community building
- Analyse AdWords data and Google Analytics
- Measure ROI and KPI's
- Prepare and manage a digital marketing report with a strong focus on data
  
- Working with in-house designers to produce materials of visual impact and within brand guidelines
- Sourcing advertising opportunities and placing adverts in the press, radio, or TV as appropriate to the service
- Liaising with media, printers and publishers as required and managing the production of marketing materials such as leaflets, flyers, posters, and newsletters, including e-newsletters and DVDs
- Liaising with events coordinators to maximise visibility at conferences, receptions, and exhibitions, including compiling product and literature lists to display or demonstrate
- Monitoring competitor activity and provide suggestions for improvement

## Knowledge Skills and Experience

- 3+ Years' experience as a Digital Marketing Experience.
- Degree in Marketing or qualification is desired.
- 3+ Years of experience in developing and implementing digital marketing strategies
- Excellent knowledge of all different digital marketing channels
- 3+ years of hands-on experience with SEO, Google Analytics and CRM software (WordPress and WooCommerce)
- 3 + years of hands-on experience with Google AdWords and paid advertising campaigns across all digital channels
- Experience working with publishing and scheduling platforms such as Hootsuite, Mailchimp etc
- Excellent attention to detail.
- Excellent written and communications skills is essential.
- A creative individual who is passionate about digital innovation and eager to try new things.
- Proven track record in developing and executing digital campaigns.
- Proven track record in a similar role.

## Personal attributes:

- **Growth Mindset:** You are passionate about the health/ fertility industry eager to learn and can thrive in an ever-changing environment.
- **Team-player:** Success at Nua Fertility is a team sport. You have a collaborative working style, demonstrate excellent communication and problem-solving skills, and are keen to learn from other, diverse perspectives. You are a leader also, that can bring new plays to the huddle.
- **Customer Focussed:** You put the customer and their success first and can demonstrate a high degree of flexibility and adaptability to get the job done in a demanding environment.
- **A Force for Good:** You share in our vision of support and doing good in the world.
- **Entrepreneurial spark:** Can identify new business development opportunities
- Have a forward thinking 'can-do' attitude to problem solving and the ability to work flexibly in a fast-paced environment. Working at a start-up is exciting and offers a world of opportunity, but everyone needs to help us achieve our mission!
- Be able to work effectively as part of a multi-disciplinary team
- Sense of ownership and pride in your performance and its impact on the company's success
  
- Always looking out for ways to improve marketing processes
- Possess excellent organisational skills, good attention to detail and the ability to prioritise workload
- Exceptional interpersonal, communication and networking skills.
- Strong work ethic and motivated to deliver results
- Demonstrates integrity and honesty

## What We Have to Offer

At Nua Fertility we feel it's important to hire highly motivated and talented people, we make sure they are looked after and to give them the tools and the freedom to get things done. We provide an open and positive work environment while ensuring our employees have the work/life balance they

need. Work is not only challenging but interesting and rewarding as well. We encourage employees to grow and develop throughout their career. Additionally, we like to have fun as well.

### **Compensation and benefits**

- Commission scheme enrolment upon completion of 6-month probation period
- Remote and flexible working opportunities (one day a week based in our Wicklow office)
- Company Employee Share Option Plan (ESOP)
- A rare opportunity to work in a social impact company where you get to wake up every day knowing you're achieving positive change.
- The experience of being part of a young company with international ambitions.
- Strong personal as well as professional development in an intense and high-growth scale-up environment.
- An open company culture where you have the independence and room to unleash your creativity.
- A strong team culture where successes are celebrated together.
- Cycle to work scheme
- Annual company day, regular all-company socials
- Ongoing Training
- Paid volunteer time
- Hybrid model of working. Work from home (4 days per week) and one day a week in our modern offices and facilities in Wicklow.

Our main requirement is that you follow our values and focus on the mission.

### **How To Apply**

Suitable applicants must send an up-to-date CV, to [hello@nuafertility.com](mailto:hello@nuafertility.com)

Please provide the names, address, occupation, and contact details of two referees. (Contact will not be made without prior notification to you). Please note that no individual correspondence will be entered. Not looking at recruitment agencies currently.