

# Digital Marketing & Communications Specialist EMEA (100%)



**DIA** (founded as the Drug Information Association) is a global non-profit healthcare association that mobilizes life science professionals from across all areas of expertise to engage with patients, peers, and thought leaders in a neutral environment on the issues of today and the possibilities of tomorrow. DIA's mission is to foster innovation to improve health and well-being worldwide by:

- Providing invaluable forums to exchange vital information and discuss current issues related to health care products, technologies, and services;
- Delivering customized learning experiences;
- Building, maintaining, and facilitating trusted relationships with and among individuals and organizations that drive and share DIA values and mandates; and
- Offering a multidisciplinary neutral environment, respected globally for integrity and relevancy.

**DIA Europe, Middle East & Africa Branch** is based in central Basel, next to the SBB train station. For more information visit our website <https://www.diaglobal.org/>

## Your Responsibilities

At this role, you report to the Marketing Manager EMEA and will work closely with the EMEA as well as the global marketing team and the wider EMEA DIA Basel team. You will be delivering creative, on and off line, content-centered and data-driven marketing and communications campaigns that drive the financial performance of EMEA region conferences and courses, including the following tasks:

- Contribute to achieving marketing and communications goals and plan to ensure appropriate market share and contribution margin from DIA products and services
- Research, analyze, and monitor financial, competitive, and demographic factors to capitalize on sales opportunities and strengthen DIA's competitive position
- Execute the marketing, communications and promotional activities for all EMEA products (meetings, training, webinars, membership), and other products in coordination with the global marketing team
- Contribute to the development of new methods, channels, and partners to position DIA as a leader in providing knowledge and services to life sciences professionals
- Collaborate with global marketing and other regional marketing colleagues to ensure consistent brand messaging, optimize sales of DIA's global portfolio of products, and execute global marketing campaigns
- Analyze the performance and impact of marketing campaigns and tactics and use data to inform decision making and shape future marketing plans
- Engage DIA members, customers, and prospects through social media channels
- Ensure that marketing campaigns are executed promptly, consistently, and within budget

## Your Profile

- Bachelor's degree in marketing or related field required (graduate degree preferred) with a minimum of 2-5 years experience (in marketing and/or communications role, ideally in a healthcare related field/sector)
- Excellent digital marketing skills, especially Marketing Automation platforms, email building and HTML
- Excellent written, verbal and interpersonal communication and negotiation skills
- Excellent relationship-building skills and ability to interact effectively and appropriately with individuals of various levels, professions, and cultures
- Strong technical skills in platforms such as Google Analytics and Ads, Photoshop, video editing software
- Strong Microsoft Office skills: MS Excel, Word, PowerPoint, Outlook and SharePoint
- Native English level language capabilities – other languages are a plus

## Our offer

- Become part of an entrepreneurial and highly creative non-profit global organization
- Join colleagues from many different countries and with many different skills and backgrounds
- Receive a competitive salary
- Possibility of flexible working time

## How to apply

If you are interested or have more questions please contact Simone Frieden, email: [simone.frieden@hr-andrist.ch](mailto:simone.frieden@hr-andrist.ch). You can submit your application (CV + cover letter) directly via email.

DIA is an equal opportunity employer.