ROLE: Marketing Analyst Intern

Team	Global Sales & Marketing
Job location	Lyon, France
Submission date	March 2022
Start date	June 2022
Status	Non-confidential

NOVA is a leading health tech company specialized in *in silico* clinical trials. Pioneer in the field, NOVA has developed a unique approach to help our clients take informed decisions early, improve the probability of success and de-risk their clinical R&D programs. At NOVA, thanks to our modeling and simulation of clinical trials, we bring speed and efficiency gains to Pharma and Biotech companies through a variety of applications, of which:

➔ Streamline target identification & secure proof of concept

➔ Optimize trial design & capture best responders

➔ Expand benefits of existing therapies to other patient populations

➔ Transpose Phase 3 trial results into real world & benchmark against competitors

NOVA offers:

➔ End to end solutions leveraging our biomodelers, data scientists, and computational power to deliver novel drug development projects.

➔ Jinkō®, our comprehensive clinical trials simulation SaaS platform (knowledge mapping, scoring, traceability, modern methodology)

At NOVA our people are our greatest asset and our brightest talents:

➔ Do what is right for NOVA, for the customers, and the patients

➔ Own it and lead by example

➔ Operate as a team

ROLE

NOVA has entered its scale-up phase and to support the build-up of our pipeline of projects with Pharma and Biotech companies, we seek to strengthen our sales and marketing team in the US and Europe. The ideal candidate has a passion for our industry, is a fast-tracker, solution-oriented, creative, tenacious and relentless in implementing marketing strategies.

As a Marketing Intern, reporting to the Global Marketing Senior Associate, your function will be in the interface of several business units: supporting collaboration between the sales team, the product and functional teams, to ensure seamless implementation of customer-specific marketing strategies.

Your MISSION

→ Support the Global Marketing Senior Associate in implementing the lead generation machine and define messaging, contents, events, supports, campaigns and automation that help the sales team be more efficient in new business and farming activities.

→ Improve awareness of NOVA as to be the reference company for in silico clinical trials (market segmentation, best appropriate channels for our next campaigns, etc.).

and main RESPONSIBILITIES include

→ Participate and support the marketing strategy and plans

→ Participate to go-to-market strategy and new product launch for optimal positioning and messaging

→ Develop the right content according to our defined personas

→ Support market research and competitive intelligence efforts to fully understand and stay up-to-date on business needs

→ Monitor and analyze internal and external data to develop business insights, implications and recommendations for action

→ Support strategy and thought leadership program, of which, support publications strategy with our internal leaders

→ Optimize marketing collateral (pitch & commercial decks, videos, webinars, conferences / tradeshows / events, one pagers, website content, case studies)

→ Support the multi channel marketing program to build brand awareness, provide a steady flow of sales leads

→ Implement and roll out analytical solutions to measure the return on marketing investments and optimise future efforts

→ Participate to social media strategy, management, and execution

SKILLS & QUALIFICATIONS

→ Bachelor's degree or equivalent in Marketing, Communications, or relevant discipline

→ A previous experience in product marketing/digital marketing and/or social media strategy

Hard skills

→ Lead generation

→ Content development, storytelling presentation, document creation, (simplified) case studies

→ Product marketing (Branding / Creative / Design / Copy-writing, collaboration with Product User, user marketing & ambassador program)

→ Digital marketing & social media strategy (marketing automation solutions, SF and Hubspot campaigns, analytics, dashboard & KPIs: Traffic (SEO-SEA), unique visitors, pageviews,

average page views, time on site, bounce rate, new visits %, content downloads, Linkedin followers…

➜ Event planning and management

➜ Google Workspace/G Suite, Data Studio, Salesforce, Hubspot

➜ Comfortable with the use of Photoshop, Indesign or other graphic design tools is a plus

Soft skills

➜ Strong project management skills

➜ Excellent organizational and writing skills

➜ Self-starter, dynamic, proactive

➜ Able to work in a global environment

➜ Excellent communication and influencing skills in English.

➜ Skills in the ability to maintain demanding timelines, work creatively and effectively in a fast-paced, entrepreneurial environment

READY TO APPLY?

➜ Type: Marketing internship

➜ Reporting to: Global Marketing Senior Associate

➜ How to apply: Online Form

➜ Contact: recruitment@novadiscovery.com

➜ About NOVA : www.novadiscovery.com