

## **ROLE: Marketing Graduate Scheme**

### **COMPANY: Philipson**

In this role, you have the opportunity to be part of a highly successful Marketing team who work on our apps Pregnancy+ and Baby+ where you will create and optimize advertising and campaigns so that the always-on content and the peaks that our customers see is consistent, relevant, engaging and high quality; and they convert into sales. You will support daily operations and implement and optimize new campaigns and support markets in the activations.

#### **You are responsible for**

- Maximise lifetime value of our consumers through direct to consumer advertising via the D.A.R.Y.L. self-service advertising platform for all Health & Parenting apps. Support daily operations to optimise campaigns and support partners.
- Drive all marketing campaign activities across your partners. Lead the execution and constant optimisation of D2C digital marketing activation strategy to build their brand, drive sales and to boost their market position.
- Work closely with other functions like analytics, content, design and development to ensure a great consumer experience.
- Work closely with LiveOps team to pilot projects and develop best practices.

#### **You are a part of**

Our Digital+ team, operates under the Mother & Childcare cluster within our Personal Health business. You will be supported by a close-knit Marketing team.

#### **What you'll need**

- We are looking for a highly motivated graduate who will be passionate about maximising this opportunity to kick start a career in marketing.
- You will also be committed to maximizing lifetime value of our consumers through direct to consumer advertising via the Philipson self-service advertising platform for all Digital+ apps.
- We are looking for someone who is hands-on, has a winning, result-driven mentality.
- Any experience in digital media buying, digital advertising/marketing, e-Commerce or digital analytics experience would be preferable.

#### **Why should you join Philipson?**

Working at Philipson is more than a job. It's a calling to create a healthier society through meaningful work, focused on improving 2.5 billion lives a year by delivering innovative solutions across the health continuum.