

Company : Talking Medicines
Job Description: App Digital Growth Manager
Location: Glasgow City-Centre
Salary: Dependent upon experience

About Talking Medicines

We are a data tech Company working in Healthcare at an exciting stage in our journey. We were formed 5 years ago & are currently accelerating through a high growth phase. We are a small team with a great opportunity for personal and company growth in both the UK & Internationally. We believe that Talking Medicines can help drive *more effective medicines*. We do this in two ways: through supporting people when they take their medicines with a free App called Medsmart® and secondly through using this engagement to collect patterns of data (data for good) about how medicines are taken so that marketing teams in Pharmaceutical companies can see how their medicines are consumed in the real world. This matters because what happens in the real world impacts the outcome for a medicine.

We gather this data via Medsmart® where we have linked the barcode on the packaging of 25,000 prescription & over the counter medicines to trusted and interactive information about the medicine and how to take it, using regulator MHRA as a source. Medsmart® is available as a free App to consumers who scan the barcode to help them manage their medicines and remember to take them as prescribed. Our App downloads are in the 30K-50K bracket. Our ambition is to create a global gold standard in digital real-world data, with UK roll out followed by Europe, US.

What you can expect as an App digital growth manager

- A supportive, trusting and transparent working environment
- A fast pace of work with real measured achievements
- An opportunity to lead & shine in creating growth opportunities for Medsmart App acquisition & retention
- Strategic opportunities to grow usage of Medsmart® against specific cohorts of users
- Reward in being able to track & measure all that you do with continuous improvement

We Are Looking For

- A self-driven & organised person with relevant credentials who has a growth hacking mentality & would enjoy the challenge of achieving significant success
- Highly creative person who understands App product development, and analytical in approach
- Awareness of Mixpanel and Google Analytics
- Must have a proven track record of managing app marketing activities, ideally they will have worked in an App only business
- They should be aware of how to drive and manage significant app growth with low CLV
- Understanding of the complex App market place and its limitations
- Operational know how on the tools to accelerate App growth with awareness across ASO, SEO, PPC
- Experience in App re-engagement and onboarding, landing page optimisation and conversion
- Understanding how to drive growth amongst different audience segments and targets

About you

Enjoy working in a lean & agile team
Confident & self-driven
Organised
Analytical
Curious to find answers

Why Us?

70% of people take a prescription medicine at any time, and yet 50% don't take their medicines as they are prescribed because they are confused or forget, that's huge medicine wastage and impact. You can part of a digital solution that provides support for people & their health. You will have the opportunity for personal growth & success in taking Medsmart® to a new level. We offer you a supportive office environment & the opportunity for your work to really make a difference.

Come & meet us. Contact : jo@talkingmedicines.com, 0141 352 9855