

Head of Content/Content Marketing Manager – South East Asia Region

mClinica is a fast-growing, impact-driven technology organization whose mission is to build digital networks of pharmacies, physicians, and patients to improve market efficiencies and health outcomes for hundreds of millions of people across Asia. As a social enterprise, we work with leading pharmaceutical companies, government agencies and NGOs including USAID, UKAID, Omidyar Network, and Stanford University among others.

We are actively hiring for a **Head of Content/Content Marketing Manager** to join our regional marketing team in Southeast Asia. We are looking for an experienced digital content strategist with the ability to accurately identify and produce engaging content across our platforms.

Ideally, although not required, you are passionate about using digital technology to solve complex global health problems.

What you will do:

- Leverage market data to develop content themes/topics and execute on efforts to produce content optimized for critical behavioral metrics
- Establish workflow for requesting, creating, editing, publishing, and retiring content. Work with technical team to implement appropriate CMS
- Ensure consistent global experience and implement appropriate localization/translation strategies.
- Work closely with the Head of Marketing to produce content strategy that supports and extends marketing initiatives.

What you will need:

- 3 - 5 years of content marketing experience, ideally with inbound marketing knowledge
- Working knowledge of current SEO best practices, keyword research and social listening tools
- Fluency in web analytics tools (i.e.: Google Analytics) and at least one CMS platform
- Proven editorial ability and outstanding fluency in English

Bonus Points:

- Project management skills to manage editorial schedules and deadlines. Ability to work in a 24-hour project cycle-utilizing teams or contractors in other countries.
- Basic technical understanding of HTML, XHTML, CSS, Java, web publishing, Flash, etc.
- A passion for public health, the pharmaceutical industry and pharmacists

What you will get:

- Opportunity to own content across 5 markets with more to come
- Significant career growth opportunities in a fast-growing startup in southeast Asia
- Collaborative team with active support for personal development
- Competitive compensation and international travel opportunities
- Location flexibility. Work from any of our current markets: Malaysia, Singapore, Bangkok, Vietnam, Manila or Jakarta

How to apply:

If you are interested in this position and would like to become part of the mClinica team, please send your resume to emily@mclinica.com (Subject: Head of Content, Regional)