



**YLAH, a young Swiss company dedicated to the groundbreaking field of digital health, develops and commercializes a SaaS-solution as a medical device that enables blended psychotherapy, the most effective method of guiding patients and therapists to a successful outcome throughout the treatment pathway.**

**Don't miss this opportunity to join our innovative company!**

We are hiring a great

## **Marketing & Sales Associate (80%)**

to help us grow our business and meet our revenue goals.

### **This is how you will contribute**

- Identify and generate leads in the psychotherapy sector, including psychiatric clinics, group practices, and individual therapists.
- Execute impactful marketing strategies to fulfil company growth objectives and to optimise brand awareness, including maintenance of company websites, blogs, and social media contents.
- Develop and implement effective sales strategies to achieve revenue goals.
- Gather and analyse consumer behaviour data and patient journeys to identify new business opportunities.
- Perform competitive intelligence analyses on competitor products, pricing, and sales strategies to determine the strengths and weaknesses of competitors' offerings.
- Generate reports on marketing and sales metrics to track progress against KPIs and to forecast sales accurately.

### **This is how you will be successful**

- You understand what it is about: you have an advanced knowledge of the SaaS industry and/or the digital health sector; any Medical Device expertise would be a plus.
- You know how to do the job: you have a Bachelor degree in marketing, ideally with a first solid experience in a SME; alternatively, you rely on several years of on-the-job experience in marketing and sales in a related industry sector.
- You live in the digital world: you are familiar with online marketing, SEA, CMS, SEO, storytelling, social media marketing and digital analytics.
- You stay close to the team: you already live in Switzerland and are willing to travel at least once a week to our office in Bern.
- You communicate easily with our stakeholders: you speak German or French (ideally both), with a good command of English.

### **This is what you will get**

- You will have the opportunity to participate in the company's success through our ESOP.
- Reporting directly to the Chief Commercial Officer, you can have a significant influence on strategic decisions and take responsibility for shaping the company's growth.
- You will find yourself in a modern, vibrant and inspiring workplace in a central location in Bern, with the flexibility of remote working hours to enable a healthy work-life balance.

Our ambition is limitless, but our resources are limited – we will only consider candidates with an exceptional entrepreneurial mindset and a doer spirit needed to be successful in a young and small company like YLAH; we will not be able to offer stellar salaries in the upcoming 24 months, but you will grow as our company grows - that's our promise!

**Please send your complete application per e-mail to [vincent.metzler@ylah.ch](mailto:vincent.metzler@ylah.ch).**