



Job Opportunity

Manager Digital Content

Prometic is an established biopharmaceutical company with widely recognized expertise in bioseparations, plasma-derived therapeutics and small-molecule therapeutics development. Prometic offers its bioseparation technologies and expertise for large-scale purification of biologics, drug development, proteomics and the elimination of pathogens to industry leaders and uses its own affinity technology that provides for highly efficient extraction and purification of therapeutic proteins from human plasma to develop and commercialize plasma-derived therapeutics. Prometic is also active in developing its own novel small-molecule therapeutic products targeting unmet medical needs in the fields of fibrosis, as well as diabetes, anemia and autoimmune diseases. Headquartered in Laval (Canada), Prometic has R&D facilities in the United Kingdom (“UK”), the United States (“USA”) and Canada, manufacturing facilities in the UK and Canada and corporate and business development activities in the UK, Canada, USA and Europe. Prometic’s common shares (the “Common Shares”) trade on the Toronto Stock Exchange (“TSX”) under the symbol “PLI” and the OTCQX International under the symbol “PFSCF”.

The Marketing & Business development/ Communications & Investors relations Sales department of Prometic is looking for a Manager Digital Content, to work at its location in Laval, Quebec. Under supervision of the Sr Director, Communications and Investor Relations, the Manager, Digital Content will be responsible for developing campaign strategies, creating and executing content and campaigns across all digital platforms (web, social, mail). The selected candidate will be working in partnership with the Investor Relations and Communications, Marketing, Sales and Regulatory Affairs teams to gather the content and communicate the information on the different digital platforms.

The mandate of the Manager Digital Content will be mainly to:

- Successfully plan, analyze, recommend and implement multi-channel digital content marketing strategies to meet business goals.
- Manage and elevate social media by providing a consistent social media presence and managing the day-to-day activities in social networking. Create and manage web content by writing and producing articles, blogs, and brand and product videos.
- Design, set up, maintain and optimize marketing campaigns, emails, blogs, white papers and landing pages.
- Ensure a well-planned cadence of content is curated, updated, on brand and is consistent in terms of quality and tone of voice for media channels (including website, social media, video and email).
- Create video snippets for website.
- Curate and maintain Company presence on social media channels.
- Collaborate with cross-functional teams and external resources to develop ideas to support brand goals and client needs.
- Lead internal and external resources to ensure appropriate planning and effective program execution.
- Ensure all digital content is appropriately created and adapted for French audience.
- Implementation of digital content marketing best practices and monitoring page analytics to gain insight on content performance.

- Review web pages and their content to drive optimization tests to continually drive improved conversion on all web properties.
- Conduct usability testing and glean insights related to content.
- Maximize on page content to ensure SEO rankings are optimized.
- Prepare relevant data insights (Google Analytics, Media Results, Competitive Intelligence, etc.) to help make informed digital investments that support the company's business goals.
- Work directly with the Marketing, Sales and Regulatory Affairs team to create or update new digital marketing assets.
- Collaborate with the Graphic Designer for any visual aspect of the digital content.
- Other related duties/responsibilities as required or assigned by the supervisor.

The selected candidate will hold a Bachelor's degree in Marketing, Communications or Public Relations, or a related field, with a minimum of eight years' experience with Digital Marketing User Experience for Content Strategy and Digital Project Management. As well as a minimum of three years of experience within the biotechnology or the pharmaceutical industry.



The following criteria are also required:

- Proven experience in delivering a variety of effective digital campaigns and strategy;
- Strong technical and working knowledge of CMS (Content Management System/Campaign Management System) and Microsoft Project experience;
- Experience in creating and managing a full spectrum of content (corporate website/blog, press releases, social media, automated email campaigns, etc.);
- Working knowledge of all components of marketing automation, including lead scoring, email marketing and automation, lead generation and lead nurturing;
- Experience with Google Analytics (Experience with AdWords preferred);
- Intermediate to high knowledge of SEO, SEM and Social Media Metrics - enough to decide confidence in information being presented;
- Experience working in cross-functional teams;
- Good understanding of core marketing, pipeline and conversion metrics;
- Computer proficiency with website design and maintenance;
- Experience with digital audio and visual equipment;
- Knowledge of Content Management Software;

Prometic offers a competitive compensation, a flexible work schedule and a casual working environment.

To apply, please send a cover letter and a copy of your resume to with the following reference number: PLI-COMM-1701. Prometic is an equal opportunity employer. **Only chosen candidates will be contacted for an interview.** For more information about Prometic, visit our website www.prometic.com.