



Marketing Analyst

About us

MEDLIFE is a non-profit organization that partners with low-income communities in Latin America and Africa to improve their access to medicine, education, and community development projects. **Our mission** is to build a worldwide Movement empowering the poor in their fight for equal access to healthcare, education, and a safe home. **Our vision** is a world free from the constraints of poverty. MEDLIFE works with students from around the world in order to broaden their perspectives and better equip them to advocate for social justice.

Our ideal Marketing Analyst

We're looking for a passionate changemaker who has an immediate connection to our mission and vision. The right candidate will be a person with organizational and analytical skills to help us implement a data-driven marketing strategy and generate leads. As we continue growing, we'd love for you to be part of the MEDLIFE Movement.

About the role

We're looking for a new talent to support our Marketing team monitoring the performance of MEDLIFE's marketing strategy using quantitative metrics. Report on KPIs such as conversion rates, click rates, website traffic, and social media engagement.

What will your day-to-day look like at MEDLIFE?

- Work with cross-functional teams to define and prioritize short and long-term campaigns to drive conversions and lead generation.
- Implement processes for gathering, cleaning, and organizing marketing data.
- Compile and review marketing campaign results and provide recommendations for improvements.
- Communicate marketing campaign results to other team members through visualizations and dashboards.
- Use market research and competitor analysis to help us reach more customers.
- Ensure constant improvements to data analytics processes, researching and implementing industry best practices.
- Provide general technical assistance to the marketing team lead as needed in areas such as creating website forms and landing pages, setting up workflows, and conducting A/B testing.

What will you bring?

- 2+ year of work experience in digital marketing, preferably with a focus on metrics and analytics.
- Bachelor's degree in marketing, data analytics, or related field.
- Advanced level of English and Spanish.
- Experience in Google Suite, Google Analytics, Google Search Console, Wordpress, Mailchimp.
- Demonstrated experience using data to evaluate the effectiveness of digital marketing campaigns.
- Ability to report on marketing performance through reports, dashboards, and data visualizations.

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- Experience performing quantitative analysis of marketing data.
- Knowledge of market research techniques (Conducting surveys, focus groups, etc)
- Knowledge of Search Engine Optimization best practices.

Nice to have:

- Experience tracking marketing KPIs (conversion rates, clicks, website traffic, social engagement, etc) across multiple campaigns and platforms.
- Familiarity with CRM systems such as Salesforce or Hubspot.

What do we offer you?

- Hybrid work
- Competitive salary commensurate with the role
- Benefits according to the Peruvian laws & regulations
- Private Health Insurance (EPS 100%)
- Flexibility
- Opportunities for career growth

How to apply

Take the first step towards joining the MEDLIFE Movement by clicking [here](#) and completing the application form. We look forward to receiving your application!

Please note: We are grateful to all interested candidates, but only those chosen for an interview will be contacted.

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