

Marketing Expert

About Byteflies

We are the digital health company behind Sensor Dot, a powerful wearable platform for 24/7 acquisition of physiologic and behavioral data. We have developed remote monitoring applications for epilepsy, COVID-19, and atrial fibrillation, and have a pipeline of additional clinical indications. Currently, we are looking for a **Marketing Expert** to improve our online presence and get our products into the hands of patients and stakeholders.

Byteflies is structured in autonomous cross-functional teams that have all skills to complete their own part of the Byteflies mission. We have a product team that designs and supports our technology and devices, a manufacturing team that builds our kits, two implementation teams that run projects for our customers using our products, and an operations team that supports all of our employees. All of these teams have great autonomy in reaching their goals.

How you fit in our team

Byteflies is a mission-driven company, founded to transform healthcare and provide patients access to modern technology that can save lives. The ultimate measure of our success is what we call “The Byteflies coefficient”: the number of patients we monitor multiplied by the impact our products have on their long-term health outcomes.

As our marketing expert, you will help us reach more stakeholders and patients to increase this coefficient and improve patient impact. You are a highly collaborative and creative mind that likes to take ownership. You are passionate about healthcare technology and are a quick learner.

Your role

On a weekly basis, our Marketing Expert will:

- Take ownership of marketing activities to provide product materials for sales and brand marketing.
- Coordinate with external experts such as website developers, content creators, and event organizers.
- Facilitate cross-team communication.
- Understand the competitive landscape and position our messaging against that of competitors.

- Help Byteflies become an internationally known brand for remote patient monitoring solutions with a strong online presence.

Your skills and experience

Our Marketing Expert should be someone who:

- Has a deep understanding and interest in the medical space and knows what tone and image is needed to be credible towards clients and stakeholders.
- Is confident in speaking about technical and complex content and translating it for a broad audience.
- Has at least 5 years of experience leading marketing efforts in our space or a relevant field.
- Is fluent in English and Dutch. Good notions of French is a plus.

We offer

- A position in our Antwerp (Belgium) team
- Competitive salary and benefits package
- Rapid career development paths
- The chance to have a direct impact on people's health care
- Awesome co-workers
- Great team events

Our values

We at Byteflies are Impactful Warriors and Positive Team Players. We want to change the world for the better. We like to do that by finding the smartest and fastest route to get to products and services of the right quality.

Sounds interesting? Send your CV and motivation letter to jobs@byteflies.com