



Performance Marketing Manager

About the role

We are looking to hire a Performance Marketing Manager for ZenOnco.io

Roles and responsibilities

- Developing and managing digital prospecting and remarketing campaigns
- Managing budgets and campaigns across all digital channels to drive strong return on investment and efficient CAC
- Ensuring successful planning, execution, optimization for key traffic KPIs via paid, organic & own media channels
- Identifying and testing new channels to continue to meet or exceed established critical metrics
- Working closely with the management to share funnel conversion improvement ideas, feedback & present results
- Ensuring successful planning, execution, optimization for key traffic KPIs via paid, organic & own media channels

About ZenOnco.io

ZenOnco.io is the World's First Integrative Oncology cancer care healthtech platform. We provide end-to-end care to cancer patients regarding both medical as well as complementary treatment to improve their quality of life and increase chances of cure. We educate patients, help them design their treatment roadmap, standardize service providers, facilitate treatment for last-mile service delivery, connect with other survivors, and do regular follow-ups. We are leveraging technology to do this in a scalable manner. We were recognized at ESMO (European Society for Medical Oncology) for launching the World's first tool to generate free directional Integrative Oncology treatment reports (ZIOPAR). We have also launched India's first community platform CANNECT App to connect cancer patients, survivors & caregivers (akin to Quora for Integrative Oncology).

Apply: Please email on career@zenonco.io for any further discussion or apply here:

<https://www.linkedin.com/jobs/view/2790493653/>