



ROLE: Medical Copywriter

LOCATION: London, UK

TYPE: Full time

EXPERIENCE: Mid-Level

FUNCTION: Product team

BIMA OVERVIEW

We use disruptive mobile technology to bring insurance and health services to consumers at the bottom of the pyramid, on a scale never seen before. In just six years, BIMA has established itself as one of the fastest-growing and most innovative companies in emerging markets. We already have thriving operations in 15 markets across Africa, Asia, Latin America and the Caribbean, with 33 million subscribers registered to date. We continue to show a strong growth trajectory, adding over 575,000 new customers per month.

The company is led by a dynamic group of young entrepreneurs seeking to disrupt the industries in which we work and democratize access to vital services for billions of underserved families. We are looking for a talented, intelligent and adventurous individual who thrives in a fast-paced environment.

Joining BIMA at this stage of its journey provides you with an opportunity to truly influence the strategy of a global, growing business. We are a vibrant company where ideas and passion are welcomed and you get real responsibility from day one.

THE ROLE

BIMA launched its first mobile health service in 2014: an innovative telephonic doctor's consultation service that provides low-income customers immediate and effective access to medical advice. We are now offering this service in 5 countries across the globe and we have evolved the product to include a menu of opt-in Health Programmes that deliver program-specific content and services to our customers.

The Medical Copywriter will play an instrumental role in evolving BIMA's Health Programmes' content to achieve higher customer engagement and value.

Specific responsibilities include:

- Creation of health and content for BIMA's Health Programmes, reporting to the global health strategy manager and in coordination with the local market mhealth teams



- Development of health and medical content using established sources and adapting it to different formats (including text, graphics, video, animations and audio) for its delivery through different channels (including social media, IVR, SMS, BIMA's smartphone app)
- Structuring content sequence and logic to create Health Programs that deliver value and create customer engagement
- Quick turnaround of content to meet evolving needs of BIMA's mhealth business
- Monitoring of operational and impact metrics for Health Programmes through a dedicated dashboard and ad-hoc market research to gain customer insights

THE CANDIDATE

Overall, this person must be attuned to value the details as well as be able to understand and drive towards the big picture. The ideal candidate is an entrepreneurial and creative person with strong medical content generation and editing skills.

Experience:

- 2+ years work experience as Copywriter in health / medical content writing. Experience in digital formats / media a plus
- Bachelor's degree in life sciences from accredited university with strong academic record, medical degree a plus
- Good communication skills and excellent writing and editing skills. Ability to communicate complex medical information in simple and effective language
- Strong project management skills
- Fluency in English, comfort in other languages and/or experience working in emerging markets a plus

WHY BIMA?

BIMA has a very distinct culture. We like people who are smart and independent, but we don't like ego. We share our ideas as readily as we do our opinions, and are respectful when doing so. We are driven and ambitious but most importantly we never lose our sense of humor.

Please send a CV and a cover letter to careers@milvik.se

Please also send a minimum of two samples of previous health/medical written content

Note that applications without a cover letter will not be considered.