

Job Title – Senior Digital Marketing Manager

Location – Solana Beach, CA and/or Remote

LENZ Therapeutics is a late-stage clinical biopharmaceutical company focused on the commercialization of VIZZ™ (aceclidine ophthalmologic solution) 1.44%—the first and only FDA-approved aceclidine-based eye drop for treating presbyopia. LENZ is actively commercializing VIZZ™ in the U.S. and building licensing partnerships globally to improve near vision for a broad patient population. The company is headquartered in San Diego, California.

We are committed to providing an engaging, rewarding work experience that reflects the passion our employees bring to our mission to improve and sustain vision. Our company fosters a diverse and inclusive culture where our employees are encouraged to learn, grow, and innovate, while making a meaningful difference for millions of people around the world.

LENZ provides equal employment opportunities to all employees and applicants.

Overall Purpose:

The Senior Digital Marketing Manager will lead digital strategy and execution to drive awareness and nurture the full-funnel consumer journey for VIZZ™ across all active online platforms. This role will deliver integrated campaigns across social media, CRM/email, and web, aligning with brand storytelling, compliance, and performance targets.

Key Responsibilities of the Role:

Social Media Strategy & Execution

- Develop and manage content strategy, calendar, and posting across LinkedIn, YouTube, Pinterest, Instagram, and Facebook—both independently and collaboratively with partners.
- Facilitate active social listening (via partners), community engagement, compliance oversight, and cohesive brand storytelling.

CRM & Email Marketing

- Lead CRM strategy and database management within HubSpot (consumer) and Salesforce (HCP).
- Optimize email campaigns and automated customer journeys.
- Design audience segmentation strategies for personalized engagement.

Web & Online Presence

- Oversee website content strategy and user experience improvements.
- Drive lead capture and online engagement initiatives.



- Optimize and A/B test campaign landing pages.
- Implement SEO best practices to enhance visibility and organic reach.

Qualification Requirements

- 6+ years of digital marketing experience, ideally within healthcare, pharmaceuticals, or consumer health.

Expertise

- Proven track record of managing multi-channel digital campaigns with demonstrable results.
- Hands-on expertise with HubSpot, Salesforce, and major social platforms.
- Strong understanding of compliance requirements in healthcare or pharma marketing.
- Excellent skills in communication, project management, and cross-functional collaboration.
- Experience with Adobe Illustrator and Canva a plus.

Education

- Bachelor's degree in Marketing, Communications, or related field; MBA or advanced degree preferred.

Why Join LENZ Therapeutics?

You'll play a pivotal role in launching and scaling VIZZ™, a breakthrough consumer health brand, through strategic digital engagement. Working closely with the Director of Consumer Marketing, you'll help build and refine our digital ecosystem, in a company poised to transform vision care.

Physical Demands and Work Environment

Typically works in an office environment. May, on a continuous basis, sit at desk for a long period of time, intermittently answer telephone and write or use a keyboard to communicate through written means. Some walking and lifting up to 20 lbs. may be required. The noise level in the work environment is usually low to moderate. Must be flexible to work varying schedules and hours as needed. Frequent out-of-town travel may be required. The physical demands described above are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Salary Range

- \$120-145k DOE

Mission Statement:

LENZ employees are united in a mission to improve and sustain vision. We are passionate and creative about applying scientific innovation to meet the needs of the millions of people worldwide who suffer from Presbyopia and other ophthalmic maladies. We focus on the development and commercialization of new therapies to bring our mission to life for patients every day.



LENZ
THERAPEUTICS