



Job Title:	<u>Marketing Specialist</u>	Reports to:	<u>VP Marketing & Sales</u>
Department:	<u>Marketing</u>	FLSA Classification:	<u>Exempt</u>
Approved By:	_____	Effective Date:	_____

Modulated Imaging is a venture-backed medical device company that is helping solve some of the most devastating consequences of diabetes. We are a spin-out of the Beckman Laser Institute at the University of California, Irvine, and our team consists of some of the leading experts in our field. If you are looking for an opportunity to be part of a growing team that is changing medicine – join us.

Position Summary

Marketing Specialist is a new role within a small, hands-on sales & marketing department charged with driving a unique medical technology start-up toward successful commercialization and geographic expansion. We are looking for a smart, ambitious self-starter who knows the meaning of the word “no” but rarely has to use it.

Responsibilities

- Develop and implement marketing campaigns following objectives, plans, calendars, and budgets outlined in annual marketing plan.
- **Manage website content, tracking, and reporting—including Google Analytics.**
- Manage social media content, tracking & reporting—including writing/editing posts.
- Manage literature catalog, trade show properties/equipment, and promotional merchandise inventory.
- **Collaborate with exhibit house to plan meetings and trade shows by identifying, assembling, and coordinating requirements; establishing contacts; developing schedules and assignments; overseeing show services; managing on-site logistics; managing pre- and post-show communications.**
- Develop, manage, and design layouts of communications deliverables such as presentations, newsletters, event support materials, research papers, and brochures.
- Collaborate with PR firm to manage news release production and tracking, features production, and news events.
- Assist with logistics for photo shoots, video shoots, and the production of other marketing assets as needed.
- **Prepare marketing reports by collecting, analyzing, and summarizing sales data.**
- **Support commercial team by providing sales data, market trends, forecasts, account analyses, new product information; also relay customer service requests.**
- Research competitive products by identifying and evaluating product characteristics, market share, pricing, and advertising; also maintain research database.
- Conduct market research to find answers about customer requirements, habits and trends
- Assist in outbound or inbound marketing activities by demonstrating expertise in various areas including content development and optimization, advertising, and event planning.
- Liaise with external vendors to execute promotional events and campaigns.
- Undertake individual tasks of a marketing plan as assigned.



- Assist Head of Marketing in planning/managing budgets.
- Assist Head of Marketing with exploring international expansion opportunities.
- Update professional/industry knowledge by participating in self-educational opportunities and reading trade publications and peer-reviewed literature.

Qualifications

The successful candidate will be equal parts creative, project manager, lifelong learner, and company evangelist with the following profile:

- 3-5 years' experience in a cross-functional marketing role in medical device industry is preferred.
- Hands-on experience managing inbound and outbound marketing programs, trade shows, digital and social media, public relations, market research, live and online customer & KOL events, and process implementation/improvement.
- Skilled in working with different functions and effectively coordinates their activities to achieve desired results.
- Professional maturity and a highly collegial attitude focused on getting to the best answer
- Extraordinary interpersonal skills; experience developing relationships with internal partners, third-party vendors, and customers
- Strong program, project and time management skills – highly organized, detail focused, results driven, accountable with the ability to handle stress and last-minute, urgent requests.
- Dedicated and creative thinker; action-oriented “people person” with a creative problem-solving approach and ability to “think on your feet”.
- Technical and/or clinical aptitude.
- Strong organizational, planning and follow-up skills.
- Strong verbal and written communication skills
- Commercial acumen.

Tools and/or Equipment Skills

- PC and various and specialized software
- Computer proficiency in all Microsoft office applications required.

Physical Ability

- Hand-eye coordination is necessary to operate instruments, computers and various pieces of office equipment.
- Occasionally required to stand; walk; use hands to finger, handle, feel or operate objects, tools or controls; and reach with hands and arms.
- Occasionally required to sit; climb or balance; stoop, kneel, crouch or crawl; talk or hear; and smell.
- Must occasionally lift and/or move objects up to 25 pounds.
- Specific vision abilities: close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.

Travel Expectations



- Ability to travel domestically, 25 - 30% including some weekends dictated by conferences, tradeshows, and customer sites.

Education

- Bachelor's Degree in Marketing, Business Administration, Communications, or equivalent.

**This is not an exhaustive list of duties or functions and may not necessarily comprise all of the "essential functions" for purposes of the ADA.

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