

Job Title: Marketing Coordinator

Department: Marketing – U.S.

Primary Responsibilities:

- Support field salespeople and ATMs in execution, at these accounts, of field level education and engagement programs for patient and referring physicians.
- Support Gynesonics digital marketing activities including social media content, e-newsletters and digital promotion
- Collaborate with the field team to deliver collateral for support needs (e.g. content for internal marketing website or hospital marketing department, press release template)
- Accumulation of best practice examples from the field for leadership review, presentation, and broader dissemination
- Support marketing programs and materials to optimize patient flow through new accounts
- Follow-up with customers on deliverables and timelines to ensure successful completion of activities, in collaboration with field sales
- Support additional internal and external needs as they arise in Marketing, Education, and HEMA departments to overcome sales obstacles and drive product utilization
- Accept additional projects as assigned
- Exhibit professionalism through appearance and ethical conduct with a positive attitude
- Provide timely feedback to management on all critical activities
- Coordinate purchase orders and budgeting activities
- Be able to travel for planned commercial events and strategic customer events
- Engage with social media content, manage metrics, messaging and route for approvals
- Route content through pepperflow and compliance for approvals
- Source ML numbers for projects
- Manage event calendar, approval status, invitation creation, item ordering, co-marketing agreement status and deliverables for local and national events
- Project manage agreement status of contracts to ensure timely execution
- Willing to travel 50%

Knowledge, Skills, and Experience Requirements:

- **Education:** A bachelor's degree in marketing, business administration, communications, or a related field is often preferred, but some companies may consider candidates with relevant coursework or certifications.
- **Communication Skills:** Strong written and verbal communication skills are essential for creating marketing materials, interacting with team members, and conveying ideas effectively.
- **Digital Marketing Knowledge:** Familiarity with digital marketing concepts and tools such as social media platforms, email marketing, SEO, and content marketing is often required.
- **Computer Skills:** Proficiency in using software like Microsoft Office (Word, Excel, PowerPoint), Google Workspace (Docs, Sheets, Slides), and marketing software (e.g., HubSpot, Mailchimp, Canva, Constant Contact) is typically expected.
- **Creativity:** Being able to come up with creative marketing ideas and solutions is a valuable asset for a marketing coordinator.
- **Analytical Skills:** Basic data analysis skills, including the ability to interpret marketing metrics and analytics, can help in making data-driven decisions.
- **Attention to Detail:** Marketing materials need to be error-free, so attention to detail is crucial for proofreading and quality assurance.
- **Time Management:** The ability to prioritize tasks, manage multiple projects simultaneously, and meet deadlines is important in a fast-paced marketing environment.
- **Teamwork:** Collaborate with various teams, so being a team player and effectively communicating with colleagues is vital.
- **Adaptability:** The marketing field evolves rapidly, so the ability to adapt to new technologies, trends, and strategies is valuable.
- **Organizational Skills:** Keeping marketing campaigns and projects organized is essential for efficiency and success.
- **Problem-Solving Skills:** Being able to identify challenges and find solutions is important in addressing marketing issues that may arise.
- **Customer Focus:** Understanding customer needs and preferences is crucial for creating effective marketing campaigns.
- **Social Media Knowledge:** Familiarity with various social media platforms and their advertising options is often required, as social media is a significant part of many marketing strategies.



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