



**Job Title: Marketing Specialist**

**Reports to: Marketing Manager**

Full-time    Part-time    Temporary

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**Position Description:**

The Marketing Coordinator is integral to the Marketing Department in assisting with the success of all marketing initiatives and events.

**Position Responsibilities:**

- Coordinate marketing logistics for trade shows and any other events such as sales meetings, trainings and workshops. This may include researching, negotiating with third party vendors, analyzing cost factors, recommending and booking locations, managing invitation lists, ordering and coordinating distribution of materials, agenda and presentations. May attend events to manage details and help ensure the event is a success.
- Manage/track the print production, inventory, and distribution of marketing materials such as brochures, practice development tools, direct mailers, etc.
- Manage the NetSuite CRM database by inputting leads and prepare sales and marketing reports as needed
- May assist with proofing and editing marketing collateral, white papers, articles, etc.
- Provide administrative support to the Training department. This may include meeting logistics, printing, coordinating distribution of materials, etc.
- Support logistical on-site trade show and promotional events coordination as needed
- Update and edit the sales iPad as needed
- Perform special projects and additional duties as assigned
- Collaborate with Marketing Team to develop messaging for target physicians and patients

**Position Qualifications:**

- B.S./B.A. with a preference for Marketing or Business Administration
- At least 2- 3 years' experience in marketing
- Proficiency in Microsoft applications including Word, Excel and PowerPoint
- Experience with Adobe Creative Suite, including InDesign, Illustrator and Photoshop preferred
- Experience with NetSuite is a plus
- Excellent written and oral communication skills
- Self-starter
- Self-motivated and results driven
- Time management skills and ability to adhere to a schedule
- Positive attitude and eagerness to learn
- 20% travel and ability to lift at least 30 lbs.