



Job Description – HCP Marketing Specialist

Reports To – Senior Marketing Manager

Job Responsibilities

The HCP Marketing Specialist is responsible for supporting the design, creation and delivery of marketing materials and programs. This role requires someone with good project management skills, attention to detail, and ability to operate with a sense of urgency and flexibility. To succeed in this role, the HCP Marketing Specialist should have good communication skills and should collaborate and work well in a team environment.

General Description and Duties:

The tasks listed below are representative of the knowledge, skill, and/or ability required to perform this job effectively.

- Develop and create marketing resources that articulate the benefits of our products, including printed collateral, product videos, testimonial videos, and website copy
- Develop, implement, and track marketing programs such as email, social media, digital campaigns, and events
- Analyze and report on the performance of campaigns
- Develop advertisement campaigns for traditional and digital marketing, including Pay Per Click (PPC)
- Collaborate with the broader Marketing team to execute product launches
- Conduct market research and analyze trends to identify new marketing opportunities
- Assist with coordination of HCP event activities and conferences
- Collaborate with other internal teams (e.g. product and sales) to develop and monitor strategic marketing initiatives
- Write, proofread, and edit creative and technical content across different mediums
- Support cross-functional teams in coordinating processes (press check, first article inspections) for printed marketing materials
- Proofread to ensure accurate and high-quality work, and that all materials are meeting brand guidelines
- Manage assigned promotional budget and expenses tracker
- Attend and support internal meetings, conferences and customers visits as needed (including overnight travel)

Projects and Other Duties:

- Projects as requested by the manager with adherence to project deadlines and specifications
- Proficiency in Microsoft Office programs (PowerPoint, Excel, Word)
- Familiarity or some proficiency in Adobe Creative Suite (Photoshop, InDesign, Acrobat)

Position Qualifications

- Excellent marketing research and analytical skills
- Skilled in writing and editing content with an attention to detail

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- Strong prioritization, organization, and project management skills
 - Ability to travel as necessary
 - A talent for creativity and problem-solving
 - Strong team player who is willing to be versatile to help the team and learn
 - Self-driven and self-motivated individual who can work independently

Minimum Education:

- Bachelor's degree in business administration, marketing, communications, or a related field. Advanced degree preferred

Minimum Experience:

- 2+ years of experience in healthcare industry required, in marketing/advertising preferred
- Experience with copy writing preferred