

Position Title: Clinical Education/Marketing Specialist
Status: Exempt
Reporting Structure: Clinical Education Leader

Operating As...

- + ISO 13485:2016 Certified
- + ISO 14971:2007 Compliant
- + Women-Owned Certified

Job Description

The relevant experience required for a **Clinical Education/Marketing Specialist (CEMS)** is a four-year business degree or significant experience working with marketing activities, specifically digital marketing. The CEMS must possess a working knowledge of business principles, schedule management, organizational styles and marketing practices. The CEMS has the responsibility of supporting the Clinical Education Leader, President, and Director, R&D to move the company Up and Onward. The CEMS must assist to position Actuated Medical (AMI) as a company that Improves Patient Outcomes by developing Innovative Motion® Medical devices and providing clinical education to improve patient care. This role is a full-time position located at AMI's headquarters in Bellefonte, PA.

Essential Duties and Responsibilities

Clinical Education/Marketing Specialist:

- + Compose and edit content for content marketing activities that incorporates intelligence, diligence and accuracy (follows FDA regulations).
- + Execute social media campaigns across multiple accounts and track performance.
- + Support email marketing initiatives.
- + Responsible for maintaining corporate CRM.
- + Maintain corporate website with latest news and updates.
- + Perform analysis on website and social media traffic and make strategic recommendations on what campaign is working, not working and potential changes to improve performance.
- + Create, edit, and proofread presentations in PowerPoint as requested.
- + Follow company branding guidelines.
- + Research literature and online sources to interpret and analyze if relevant to AMI's business then use this information in AMI's marketing materials.
- + Manage the President's schedule and arrange conference calls as needed.
- + Support company Team members to improve efficiency and promoting corporate vision.
- + Proofread documents.
- + Give honest, professional opinion on content, if requested.
- + Maintain the highest level of confidential information and only disclose on a need to know basis.
- + Interface with customers, distributor representatives and contractors, as necessary.
- + Travel to conferences and assist with exhibiting products, as necessary.
- + Other tasks that meet the needs to grow AMI.

Education/Experience:





- + Desire to grow in an organization.
- + Four-year business degree, two-year business degree with 1-3 years of relevant experience, or 4-6 years of direct experience.
- + Knowledge of CRM software.
- + Superior communication and attention to detail, both written and verbal.
- + High level of computer competencies, including Excel, Word, PowerPoint, and e-mail.
- + High level of social media competencies, including LinkedIn, Facebook, and Twitter.
- + Time oriented and efficient work habits.
- + Team player, resourceful and conscientious, and professional.
- + Integrity, discretion, and respect for confidential information.
- + High level of independent work and exercise good judgment.
- + Embrace changing priorities and work effectively under pressure.
- + Superior management skills with ability to manage a significant portion of the company's daily business issues.

Education, Requirements, and Credentials

Maintain necessary education, requirements and credentials to interact with customers, business partners and vendors both at AMI and in the healthcare setting.

Physical Demands

- + Capable of working in an office environment.
- + Capable of working in a manufacturing environment.
- + Capable of using proper PPE.

Driving

- + Capable of driving a motor vehicle as necessary for company related travel.

Exemption

This position is exempt.