



Manager of Marketing Operations

MacuLogix, Inc. is a medical device company based in Harrisburg, PA. MacuLogix is the only company to equip eye care professionals with the instrument, tools and education needed to effectively diagnose and treat patients with age-related macular degeneration (AMD). By leveraging the science of dark adaptation through its AdaptDx, MacuLogix is working to eliminate preventable blindness caused by AMD, a chronic, progressive disease that impacts over 170 million people worldwide and goes undiagnosed in 25 percent of patients. Through its AdaptDx dark adaptation biomarker, MacuLogix enables eye care professionals to detect, monitor and treat AMD three years before it can be seen clinically.

About the Position: We are looking for a marketing manager who is equally creative, analytical and decisive. This position manages marketing operations with the main focus on enabling efficient lead generation, management and scoring, campaign tracking, enhanced CRM data quality, targeting strategies, and alignment with sales initiatives. The manager is responsible for gathering and analyzing business intelligence and presenting insights to drive strategy and execution. Additionally, the manager serves as our digital marketing expert with deep understanding of current trends as they relate to B2B and B2C marketing and develops initiatives to expand our digital reach and drive brand awareness. The manager will collaborate closely with customers, sales, professional relations and customer service to understand customer needs and develop marketing programs to proactively address them.

Responsibilities:

CRM

- Owns and manages the Marketing Module of Dynamics 365 CRM platform.
- Owns CRM prospect data; analyzes conversion rates, segmentation, and other sales measures and suggests improvements and new data sources. Ensures the integrity of CRM prospect data to minimize duplicate records. Works with Digital Marketing Specialist on mapping, updating, and/or importing new data.
- Owns Lead entity in the CRM and works with Sales Management on assigning, managing, and analyzing leads and their conversion rates.
- Manages the ClickDimensions Module of Dynamics 365 and oversees deployment of both targeted and broad email communication, marketing automation campaigns, and website form creation.

Marketing Analytics

- Initiates market research studies and analyzes their findings.
- Manages, analyzes, and interprets data from both internal and external sources in a manner that makes it actionable.
- Develops a deep understanding of target audiences to form opinions on which media and channels will be most effective.
- Designs and manages CRM reporting to determine campaign performance and present findings and recommendations to the marketing team.
- Analyzes website analytics and develops and executes SEO and SEM strategies to increase website traffic and conversion rates.

Digital Marketing

- Develops, executes, and analyzes brand-awareness campaigns, event campaigns, and lead generation campaigns with focus on content marketing.



- Owns all MacuLogix digital platforms and content: MacuLogix website, AMD Academy, customer marketing materials storefront, social media. Manages development of digital marketing content, including videos, blog posts, e-books, emails, landing pages, digital banners, website forms, etc. with the emphasis on crafting the right message for the given audience segment.
- Develops, manages and analyzes digital advertising campaigns on social media, Google Ads, and across search and display networks.
- Works with external partners: website development agencies, digital advertising agencies, marketing contacts at optometric and ophthalmic associations, strategic accounts, and national event organizers.
- Ensures all digital content complies with MacuLogix brand guidelines and messaging.

Other Responsibilities

- Manages Digital Marketing Specialist and invests into their professional growth.
- Coordinates marketing on-boarding of new hires.

Experience:

- Bachelor's level degree or higher required, preferably in a marketing related field of study.
- A minimum of three years in market data analysis and digital marketing related field.
- 1-3 years of experience with CRM systems, preferably Dynamics 365.
- 1-3 years of experience with marketing automation tools, preferably ClickDimensions.
- 1-3 years of experience with an email marketing tool and design and deployment of broadcast and triggered emails.
- 1-3 years of experience with WordPress, Google Analytics, Google Ads, Facebook Ads, LinkedIn Ads, and Twitter Ads.
- Experience in collecting and analyzing large volumes of data from multiple sources and delivering it in a decision-ready format.
- Proficiency in Adobe Studio Suite (Photoshop, InDesign, Illustrator), a video editing program, HTML basics, and SQL basics is a plus.
- Eye care and/or medical device experience is a plus.
- Very high degree of proficiency in the Microsoft Suite of products with heavy emphasis on Excel and Power Point.
- Experience with managing a direct report.

Additional Skills:

- Excellent written and verbal communication skills.
- Ability to develop strong working relationships with internal and external partners.
- Demonstrated analytical and problem-solving skills.
- Skilled at planning, organizing, and executing simultaneous projects at once with the ability to prioritize high impact activities while keeping complicated projects moving forward.

Compensation:

We offer a competitive salary based on prior experience with equity participation and benefits.

Travel:

This position may require some overnight travel to visit customers and attend industry events as appropriate.

Direct reports:

1 Digital Marketing Specialist