



## Marketing Communication Specialist

MacuLogix, Inc. is a medical device company based in Middletown, 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 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.

**Current Need:** We are looking for a talented storyteller who knows how to grab attention and attract customers. The ideal candidate is creative and adaptable with superb writing skills. The Marketing Communication Specialist will work at our headquarters in Harrisburg, PA, under direct supervision of the Marketing Communication Manager and in collaboration with multidisciplinary teams. This person is responsible for marketing collateral and advertising development, content creation, event support, and other responsibilities as assigned. Flexibility is a must, to adapt to an environment of evolving priorities.

### **Must love deadlines.**

Are you a creative list maker who speaks fluent Adobe and thinks writing is fun? If so, this job may be for you.

### **Responsibilities include:**

- Stay aware of industry news and gather information to define content-worthy trends in retinal disease, diagnosis and treatment that lead to the creation of content that educates eye care professionals and establishes MacuLogix as a thought leader.
- Develop content for each phase of the buying process in a variety of formats (e.g. videos, blog articles, newsletters, data sheets, advertisements, white papers, articles) across various channels (e.g. company website, social media, industry publications, printed sales collateral, newsletters, trade shows, webinars).
- Ensure all content is aligned with editorial direction, stays on brand, meets best practices in grammar and is consistent in terms of style, quality and tone of voice.
- Develop a deep understanding of target audiences to form opinions on which messages will resonate best.
- Manage internal communications, including a monthly newsletter, to ensure consistency of message across a growing team that is geographically dispersed.
- Develop and manage an editorial calendar and content for a monthly customer newsletter to increase customer engagement.
- Identify and develop customer success stories and work with public relations and social media teams to successfully promote.



**Must have:**

- Impeccable writing skills
- Effective project management skills
- Working knowledge of Adobe Creative Suite: InDesign, Illustrator, Photoshop, and Acrobat
- Proficiency in Word, PowerPoint and Excel
- Self-starter, capable of working with teams and independently
- Strong interpersonal skills

**Nice-to-haves:**

- Being a wiz at creating and maintaining media calendar
- Experience with Microsoft Dynamics 365, ClickDimensions, WordPress, Google Analytics, Google AdWords

**Experience:**

- College degree in English, Communications, Marketing, or related field
- 2+ years of marketing communication
- Vendor management
- Production of print and digital marketing material
- Event and tradeshow support

Ability to travel 10% of time.

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

MacuLogix is an equal opportunity employer.

Please send your resume and cover letter to Ingrid Padilla at [ipadilla@maculogix.com](mailto:ipadilla@maculogix.com).