

MARKETING & VISUAL COMMUNICATIONS COORDINATOR (Medical Devices)

ATLANTA (Doraville, close to 285 and 85 Interchange), GEORGIA

Position Summary:

Play an integral role in the development and execution of marketing strategies to support brand awareness, product promotion and customer engagement. Use creative design, content development and project coordination to support both Business to Business and Direct to Consumer initiatives.

General Accountabilities in this Role:

- Create consistent visual assets for print, digital and social media campaigns.
- Coordinate marketing campaigns throughout digital and other promotional materials.
- Write and edit copy for promotional and educational purposes.
- Liaise with internal and external stakeholders to ensure timely execution of materials.
- Track performance of campaigns, maintain and distribute performance dashboards.

Summary Job Requirements:

- Bachelor's degree in Marketing, Communications, Graphic Design or a related field.
- 1+ years' work experience in marketing or visual communications, preferably in medical devices or healthcare or a combination of education and experience.
- Proficiency in Adobe Illustrator, InDesign, Photoshop and other visual applications is preferred.
- Experience with email marketing platforms, CMS, AI and social media tools.
- Strong writing, editing, and proofreading skills.

The Rewards:

- Fantastic, casual working environment
 - Combination on-site and remote work experience
 - On premises gym
 - Collaborative work environment
- Comprehensive benefit package
 - 401(k) with company match
 - Competitive health, dental and vision insurance plans
 - Paid Vacation, Holidays and Personal Days
 - Paid Life Insurance, Employee Assistance Program and Short-Term Disability

To apply for this position please send a cover letter and resume to hr@grahamfield.com

All qualified applicants will receive consideration for employment without regard to race, color, gender identity or expression, age, religion, height, weight, AIDS/HIV status, intellectual disability, mental disability, physical disability, including but not limited to blindness, unless it is shown that such disability prevents performance of the work involved, medical condition, handicap, national origin, ethnicity, ancestry, sexual orientation, marital status, domestic partnership status, parental status, military status, veteran or military discharge status, political beliefs, organizational affiliations, source of income or housing status, family responsibilities, pregnancy including pregnancy outcomes, reproductive healthcare and health decisions/autonomy and any other status protected by applicable law. GF Health Products, Inc. is a drug-free workplace.