



Job Description: Marketing Associate

Company Overview:

Cagent Vascular, Inc. (www.cagentvascular.com) is a medical device company with the **first and only serrated balloon technology** for the treatment of blocked arteries. Our vision is to become the treatment leader for arterial disease. The *Serranator*® PTA Serration Balloon Catheter is a 510k cleared device for the treatment of Peripheral Artery Disease (PAD) and Critical Limb Ischemia (CLI) where new technologies are desperately needed. The company is commercialized in the US and Germany. The company has received FDA Clearance and CE Mark.

Position Description:

The Marketing Associate will be responsible for planning and implementing marketing strategies and advertising activities. They will work closely with the Senior Marketing Manager to design, develop and execute the marketing plan through multiple platforms, ie. social media, website, conferences, journals, etc. Content creation and planning will be a key part of this individuals' functional responsibilities. As an early commercial stage company, this individual will also support other initiatives that come up on an as needed basis.

Education: Bachelors Degree/Masters Degree Preferred

Experience/Qualifications/Requirements:

- Minimum 3+ years' experience in downstream marketing, social media marketing, or similar
- Strong leadership, organizational, interpersonal, and networking skills
- Demonstrated track record of success as a high impact, hands-on, collaborative contributor
- Experience working for a marketing or advertising agency a plus
- Competency using Microsoft Office tools (ie. Word, Excel, PowerPoint), Adobe products (ie. InDesign, Illustrator, Photoshop), Canva, Social Media platforms, social media analytics
- Creative, artistic vision and attention to detail highly desired
- Excellent written and verbal communication skills
- Comfortable developing presentations and sharing with relevant stakeholders

General Responsibilities:

- Lead social media strategy; support marketing team in development of content and online presence growth
- Assist with website development and content updates
- Develop audio and visual content for website and social media
- Aid in planning and implementation of conference sponsorships, advertising, organization, logistics, physician outreach, and team attendance
- Research and support competitive landscape analysis to review claims and marketing strategy
- Identify latest market landscape trends
- Support creation of messaging and pitch decks
- Maintain ongoing case library and case examples
- Develop sales training content creation/slides, apparel, and collateral

Location:

- The position will be based in Wayne, Pennsylvania
- Travel 10%

The above statements are intended to describe the general and level of work being performed by people assigned to this job. They are not intended to be exhaustive list of all responsibilities, duties and skills required of personnel so classified.

For more information contact Lauren Pfeiffer (lpfeiffer@cagentvascular.com)