

Our Purpose & Who We Are:

At Sentec we aim to improve the lives of patients by advancing respiratory monitoring solutions to provide clinicians the continuous insight they need to guide care and – most importantly – improve patient outcomes.

Our Values:

Patient Focused

Collaborative

Integrity

Quality

Job Description: Marketing Communications Specialist

The Marketing department is a fast-paced group focused on content strategy, digital planning, message development, integrated marketing communication strategic planning and execution, and stakeholder alignment.

We are searching for the ideal candidate to join our team who has a strong background in communications, content, digital planning, and message development – healthcare experience and/or agency background a plus. S/he will focus on implementing integrated marketing communications strategies that support growth objectives for our supported businesses. The Principal Marketing Communications Specialist is responsible for ensuring alignment of all the efforts of cross functional teams and agency partners to deliver campaigns that drive awareness and leads, increase customer engagement, understanding, and adoption of our services and solutions.

Essential Duties and Responsibilities:

- Partner with other stakeholders and departments to plan and implement integrated marketing communications strategies including research, planning, publishing, measurement and optimization
- Develop, define and validate personas and messaging / positioning platforms based on marketing commercialization plans
- Define and plan content strategy by persona/stage in the buying cycle, by message, channel and by content type
- Leverage content strategy to support digital and social channel alignment
- Assist and lead in the development of competitive response/sales enablement content
- Review and assess creative and verbal content to ensure output is aligned to business and communications strategies and objectives
- Support the management of all agency deliverables including creative brief, budget, timeline and creative execution to final product
- Work with analytic teams to assess communications and digital metrics and optimize as required
- Manage outside vendors and partners to execute high-quality deliverables on-time and in-scope.

Sentec

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Qualifications/ Education:

- 5+ years experience as a copywriter /content creator or related role
- BSc/BA in marketing, English, journalism or related field
- Knowledge of online content strategy and creation
- Excellent writing, editing and proofreading skills
- Strong research skills
- Creativity
- Collaborative spirit
- Excellent time-management and organizational skills

Preferred skills:

- Medical Device, Life Science or Clinical experience preferred
- Proficiency with Google Analytics and SEO preferred
- CRM experience preferred
- High attention to detail required
- Strong organization and prioritization skills
- Ability to work well in a fast-paced, collaborative environment
- Strong understanding of Microsoft Office programs
- Excellent analytical, communication and presentation skills

For more information contact Rachael.lewin@sentec.com