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# Marketing Coordinator

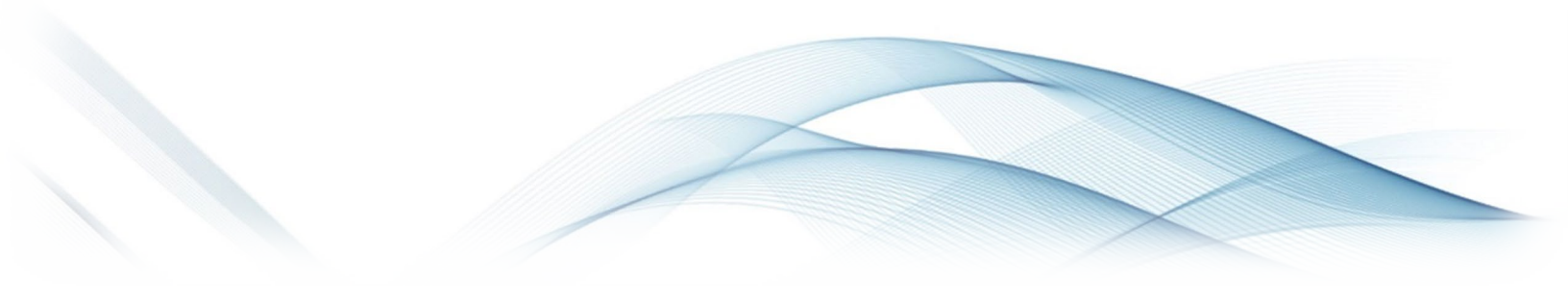
## About Cala Health

Cala Health is a medical technology company pioneering a new class of electrical medicine called neuroperipheral therapy™. Neuroperipheral therapy treats chronic disease non-invasively, without drugs or surgery, by stimulating peripheral nerves with body-worn electronics. Merging innovations in neuroscience, electronics, and medical devices, Cala Health has recruited experts across these fields to develop new therapies for patients. The company was spun out of Stanford University and is venture backed by leading investors in technology and healthcare, including Johnson & Johnson, GV, dRx Capital (Novartis/Qualcomm joint investment), Lightstone Ventures, Lux Capital, and Action Potential Venture Capital (GlaxoSmithKline). If you are passionate about healthcare and want to join a dynamic team of committed professionals, please consider this opportunity.

## The Opportunity

Cala Health is seeking a Marketing Coordinator, to join our growing team. The role will support the creation of all marketing materials, in addition to implementing marketing communication programs. This individual will also provide administrative support for the Marketing team. Other responsibilities include the following:

- Promote and protect the Cala Health brand by supporting the creation of product marketing assets (print, digital, video, physical display, etc.).
- Manage all trade show activities and events calendar. Create appropriate booth assets, coordinate logistics, develop and manage promotional plans for patient support group and scientific medical meetings; keep the team organized and ensure a superior return on investment from these meetings.
- Manage the product marketing infrastructure process, ensuring that content is up-to-date and easy to access for the entire organization. Manage production of collateral with vendors and ensure that document control processes are satisfied for all marketing materials.
- Track promotional budget across digital, print and other advertising. Manage inventory of marketing collateral, samples, demos and report on utilization, gaps, end-of-life for pieces.
- Solicit targeted vendors for quotes on marketing assets and recommend preferred vendors to marketing leaders to meet development goals within budget.
- Support market development initiatives by developing and executing customer events including physician training programs and patient recruitment programs,



in partnership with the Sales team. Develop programs and materials, organize meetings.

- Interface directly with sales organization to understand their needs for collateral (digital and print). Coordinate sales training events.
- Provide administrative and calendaring support for the Marketing team. Support corporate brand requests across the organization.
- Support company goals and objectives, policies and procedures that comply with FDA Quality System Regulations (QSR) and any other applicable domestic or international requirements.

### Desired Skills and Experience

- Bachelors Degree or equivalent work experience.
- Three (3) years related experience in marketing support is required. Prior experience in the medical device or diagnostics industry is strongly preferred.
- Excellent written and verbal communication skills. Well versed in visual graphics, design, typography, photography and communication.
- Creative, high energy and results-oriented individual.
- Team player with a positive attitude and a demonstrated ability to work successfully with cross-functional teams.
- Ability to multi-task effectively and while working with a high degree of urgency.
- Willing to travel 10-20% for conference support.
- Proficiency with Microsoft Word, Excel, Adobe Creative Suite Programs, and PowerPoint required.

Cala Health offers a competitive compensation and benefits program as well as a progressive work environment. We are an equal opportunity employer. If you or someone you know might be interested in this position, please submit a resume & an introductory email to [careers@calahealth.com](mailto:careers@calahealth.com). More information about Cala Health can be found at [www.calahealth.com](http://www.calahealth.com)

