

Job Posting: Marketing Coordinator – Woburn MA

Interested candidates, please submit your cover letter and resume to: admingroup@lovebeautypro.com

Company Websites: <https://lovebeautypro.com/> <https://plasmaconcepts.com/>

Overview:

This position would be an addition to our current team. You would be joining our already established & seasoned team of employees.

- Opportunity to get in on the ground floor of a fast-growing company in the high demand medical aesthetics industry! Fun and fast-paced environment with unlimited career & growth potential. Work alongside company founders and be able to make a difference in the growth of the organization.
- Our company provides business-to-business aesthetics distribution and advanced clinical training. We are in the medical skin care industry selling wholesale professional skin care treatment products and devices to licensed professionals (including physicians, plastic surgeons & dermatologist practices, nurses, aestheticians, medical spas).

Are you interested in driving change, bringing new products to market and problem solving? Do you want to work with a growing company and have an immediate impact? We want you to join us!

We are looking for great additions to our team, please apply even if you do not fit all the listed criteria.

Looking for a qualified & experienced Marketing Coordinator to join our team and help us achieve goals. You will serve as a corporate point of contact for marketing vendors and staff.

With varied responsibilities, Marketing Coordinator will help grow the company's B2B revenue by participating in marketing initiatives including print, graphic design, digital/SEO/Google Ads, social, lead gen, web, email & ad campaigns (among others). The perfect candidate is both creative & analytical and has hands-on experience with many online marketing channels and tactics. Experience creating organic content and organizing/scheduling posts for Instagram, Facebook, Youtube, TikTok and Snapchat

Will be involved in the creation of compelling campaigns and in-depth analysis of their performance. They will have their hands on every step of campaign development, working across departments & vendors to coordinate everything from social ads & design assets to webpages.

Our ideal candidate is goal-oriented and has a deep knowledge of all marketing facets & best practices.

About you:

- Empathetic
- Highly organized, detail oriented and self-motivated
- Loves speaking to customers, comfortable answering incoming calls
- Passionate about precision, details, and organization
- Energized by problem solving
- Thrives in a fast paced, task switching and collaborative environment
- Eager to learn
- Communicates well
- Has a positive and optimistic personality – no problem is too big
- Not content with the status quo and will consistently work toward improvement

About us:

- Love Beauty Pro & Medical / Plasma Concepts is a rapidly growing Boston-based company who is disrupting the medical device and beauty industry. We provide distribution services for the medical skin care industry selling wholesale professional treatment supplies and equipment throughout the US.
- The Marketing team will play a key role in customer satisfaction and driving additional customer sales.
- An environment that drives everyone to improve and collaborate
- We have a collaborative and diverse team and pride ourselves on having an intellectually safe culture.

What you will do:

- Developing & planning marketing objectives, strategy / roadmap for success, manages & ensures staying on schedule, sees projects through to completion
- Help with selecting & managing/liasing with marketing vendors & partnerships, obtaining costs and implementing scopes of work, provide direction and decisions on daily basis, ongoing evaluating & measuring success
- Work independently, self-starter, does not need extensive hand holding, great at communication, organizing and prioritization
- Assist with event planning and execution of events, webinars & tradeshow
- Organizing and maintaining a robust calendar of marketing initiatives
- Review and approve on brand and regulatory compliance standards
- Actively participating in regular marketing brainstorm and planning sessions
- Providing detailed analysis evaluating campaign performance
- Creating video and image assets for social media platforms
- Performing QA on websites when necessary
- Researching and reaching out to relevant influencers and KOL's
- Helps to ensure all marketing ties together in one cohesive branding message

Required Qualifications/Skills/Education:

- Interest in response-based marketing and data-driven decision-making
- Passion for learning new technologies and staying up to date on best practices
- Excellent communication skills and strong problem-solving abilities
- Strong writing skills and ability to develop creative content
- Strong attention to detail
- Excellent project management and organizational skills
- Ability to multi-task, efficiently manage time, and prioritize deliverables

- Great follow through & high sense of urgency to complete tasks
- Working knowledge of Illustrator, Photoshop, InDesign, marketing automation and video editing software a plus
- Google Ads and Lead Gen experience a plus
- Proficiency in Microsoft Office and Wordpress
- 1-3 years marketing experience
- Proficiency with editing software
- Experience in B2B, product oriented, aesthetics / medical sales, marketing, or a relevant field
- Position is full time in person at corporate office in Woburn MA