

EOS imaging is a global medical device company that develops and markets advanced imaging and image-based solutions for musculoskeletal pathologies and orthopedic surgical care. EOS imaging strives to contribute to the improvement of patient treatments and outcomes through safe imaging, complete and precise image-based data and surgical planning based on relevant 3D patient anatomies.

## Digital Marketing Coordinator

We are looking for a Digital Marketing Coordinator, directly reporting to the Product Communication and Marketing manager. The Digital Marketing will support promotional campaign efforts through the development of digital strategies, identify digital campaign goals, track conversion rates and other results, and analyze metrics. You are passionate about new digital media and follow the latest trends and technologies in digital marketing, design, and user experience for emails, banner ads, and other digital deliverables.

### Responsibilities

#### Social Media

- Prepare and execute a strong social media strategy to spread the EOS brand
- Increase followers/awareness
- Track the growth of our followers

#### Advertising

- Define and implement an advertising and awards strategy
- Make and keep updated a list of all advertising opportunities including topic, readership, digital/print, costs, frequency, etc
- Propose a plan that covers the year and correlates with product launch plans
- Identify and prepare submissions to applicable awards

#### Emailing campaigns

- Define campaigns for the year including upgrades, sympos, events, promotions, etc.
- Develop content that's applicable per regions/country
- Track the campaigns

#### Newsletters

- Create an editorial calendar for the users newsletter
- Work on content with the different teams
- Track metrics



#### **EOS imaging SA**

10, rue Mercoeur  
75011 Paris France  
+33 (0)1 55 25 60 60

#### **EOS imaging, Inc.**

185, Alewife Brook Parkway #205  
Cambridge, MA 02138 USA  
+1 (678) 564 5400

#### **Corporate Information**

Capital social : 202.289,74 €  
N° TVA : FRO9 349 694 893

## Requirements

- Bachelor's degree in Marketing or Communications
- At least 2-3 years of experience in management of digital projects
- Very strong writing skills in English and French
- Strong attention to detail and ability to proofread
- Graphic knowledge needed (Photoshop, video editing, ...)
- Excellent time management skills and the ability to prioritize and multitask



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