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## Job Description: **Marketing Coordinator** Cala Health, Inc.

### **About Cala Health**

Cala Health is a bioelectronic medicine company transforming the standard of care for chronic disease. The company's wearable neuromodulation therapies merge innovations in neuroscience and technology to deliver individualized peripheral nerve stimulation, and its vertically integrated commercial model is reshaping the delivery of prescription therapies. Cala Health's lead product, Cala Trio™, is the only non-invasive prescription therapy for essential tremor. New therapies are under development in neurology, cardiology, and psychiatry. Cala Health is headquartered in the San Francisco Bay Area and backed by leading investors in both healthcare and technology. For more information, visit [CalaHealth.com](http://CalaHealth.com).

### **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 coordinating the creation of product and company marketing assets (print, digital, video, website graphics, etc.) Coordinate updates to websites with webmaster.
- 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. Develop and update materials under direction of the product managers.
- Manage all trade show activities and events calendar. Submit appropriate assets to virtual exhibits, and in the future coordinate logistics for medical meetings and patient support group live and virtual events.
- Manage inventory of marketing collateral, samples, demos and report on utilization, gaps, end-of-life for pieces.
- Build email templates and campaigns in marketing automation system as directed by channel managers. (Copy and graphics provided)
- Solicit targeted vendors for quotes on marketing assets and recommend preferred vendors to marketing leaders to meet development goals within budget.
- Develop and implement requested surveys of employees, stakeholders, customers, and report on results for requestor.

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- Interface directly with sales organization to understand their needs for collateral (digital and print). Coordinate sales training events and Cala University content.
- 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

We are looking for a Marketing Coordinator with a Bachelor's degree and three years of related marketing support experience to thrive in a dynamic, fast-paced startup environment, exemplified by:

- 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 accuracy and organization for department assets.
- Willing to travel 10-20% for conference support.
- Proficiency with Microsoft Suite (Word, Excel, PowerPoint), Adobe Creative Suite Programs, video editing, Box, Survey solutions: Google Forms & Survey Monkey
- Constant Contact, Hubspot, Marketo experience a plus

Cala Health believes our success is based on diversity of people, teams, and thinking. We offer all employees the tools, training, and mentoring they need to succeed. Our selection process is driven by the key requirements for the role rather than bias or discrimination on the basis of a candidate's sex, gender identity, age, marital status, veteran status, non-job-related disability/handicap or medical condition, family status, sexual orientation, religion, color, ethnicity, race or any other legally protected classification.

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).