

Marketing Associate

Location: Atlanta, GA | **Reports to:** Head of Marketing | **Status:** Full-time, exempt

ABOUT THE COMPANY

BioCircuit Technologies is a medical device company developing novel, biomaterial-based devices for the surgical repair of nerve and other soft tissues.

POSITION SUMMARY

The **Marketing Associate** plays a key role in supporting BioCircuit's marketing operations, events, and communications initiatives. This position involves hands-on participation in conference planning, marketing material management, and multi-channel marketing support. The Marketing Associate works closely with the Head of Marketing and cross-functional teams to ensure consistent, high-quality execution across all marketing activities.

KEY RESPONSIBILITIES

- Coordinate company participation in regional and national meetings, overseeing all event logistics including exhibitor registration, hotel and meeting space arrangements, shipping and freight, catering, booth setup, and on-site event management.
- Collaborate with Operations to organize, track, and ship booth materials and displays.
- Manage marketing material requests and inventory for sales representatives, conferences, and promotional needs.
- Set up and distribute email and SMS marketing campaigns.
- Support social media planning, content creation, scheduling, and analytics.
- Track and analyze marketing metrics to measure campaign performance and ROI.
- Support the Head of Marketing with day-to-day activities, including content review and marketing material creation.
- Manage invoices, purchase requests, and expense tracking for marketing activities.
- Coordinate with internal departments to align marketing initiatives with business goals and provide marketing support to the sales team.
- Coordinate promotional review activities and manage related documentation.
- Oversee shipping and inventory management of demo kits for sales and distributor teams.

QUALIFICATIONS

- Bachelor's degree in Marketing, Communications, Business, or related field.
- 0–3 years of marketing experience (medical device or healthcare preferred).
- Ability to handle review and feedback on work professionally and proactively.
- Strong organizational and communication skills with attention to detail.
- Proficient in Microsoft Office; familiarity with Mailchimp, or Zoho a plus.



Preferred (Nice-to-Have)

- Experience with Adobe Creative Suite (Illustrator, InDesign, Photoshop) or Canva.
- Prior experience coordinating with vendors, print suppliers, or event organizers.
- Experience with website platforms such as Wix.

FURTHER DESCRIPTION

BioCircuit Technologies is a growing start-up company, where you will have the opportunity to receive exposure to all facets of sales, operations, and customer support in the medical device industry (e.g., organizing sales materials, supporting conferences and trade shows, processing purchase orders, fulfilling customer orders, providing exceptional customer service, etc.). Your successful performance in this dynamic work environment will lead to significant potential for continued growth and experience. If you are passionate about sales, operations, and customer support and have a proven track record of experience, we encourage you to apply for this exciting opportunity.

CONTACT INFORMATION

If you are interested in this position, please send your resume and cover letter to lamborsky@biocircuit.com