



## **Marketing Associate**

The Marketing Associate will assist the Sales & Marketing team by taking charge of content in marketing collateral and channels for the company. The Associate will have the opportunity to participate in different marketing activities and receive well-rounded, global marketing experience.

### **Job Summary**

- Lead Digital Marketing, Marketing on Social Media, Collateral Development, Website Content Maintenance and Updates
- Lead the management and generation of all technical product information to be applied to all aspects of marketing.
- Post appropriate content on the company's social media channels adhoc as well as on a predetermined schedule working closely with senior management
- Write blog posts and update content on the website as needed
- Review and update marketing collateral including presentations, product notes, Wikipedia entry, etc.
- Lead the company's SEM/SEO efforts – stick to a pre-determined budget and optimize efforts to produce desired results

### **Competencies**

If you have a strong interest in technology and health care and are interested in a career in Marketing, this Associate position provides experience across a broad array of marketing disciplines.

- Excellent written, verbal communication and interpersonal skills
- Initiative and a positive, self-starter attitude
- Good working knowledge of Digital Marketing (SEM / SEO), Social Media, PR



## About PharmaSecure

PharmaSecure is a software and technology company based in the US and India with partners located around the world. A leader in pharmaceutical serialisation, authentication, and e-health, PharmaSecure protects trusted products and enhances consumer access to health information and services.

Based on our research, technical expertise and track record, our team deploys highly efficient serialisation and authentication solutions. We protect the distribution of billions of packages from manufacturing facilities across India to consumers around the world.

Serialisation is just the beginning. Our mobile authentication service and e-health platform provide a direct interface between consumers and health providers, resulting in increased access to health information and services. Our data analytics offer geographic, real-time information and analysis to health providers and pharmaceutical manufacturers on consumer demand for their products and services.