



JOB POSITION : MARKETING COORDINATOR

Pango Medical Devices has experienced rapid revenue growth and is expanding its sales, marketing and channel development efforts. As a result, the company is seeking to add a Marketing Coordinator. This position will report to the VP Marketing.

This position demands a Marketing Coordinator who has proven experience in early stage entrepreneurial marketing with a positive attitude and a passion for excellence. This position requires a highly articulate and well-organized coordinator who can excel in a fast growing and changing market. The candidate must have Marketing/Sales experience in BioMedical, LifeScience and/or Diagnostics industry. We are also willing to give an opportunity to a Post Doc/Scientist/Researcher who has outstanding writing, oral and communication skills.

He or she must meet the following criteria:

- Positive team player who is focused on both personal performance and company success
- A basic understanding of entrepreneurial marketing, branding, and PR
- Experience in BioMedical, BioTech, LifeScience and/or Diagnostics industry
- Self motivated with the ability to effectively manage a project
- Strong problem solving and presentation skills
- The ability to work effectively under tight deadlines with meticulous attention to detail
- A dynamic team player with the ability to collaborate effectively
- Excellent written and verbal communication skills
- Ability to organize, prioritize and plan well
- Sound judgment and strong decision-making capability

SKILLS

- Technical Skills
 - BA/BBA along with a Technical Degree (BS/BSEE) with 2+ years marketing experience in Biomedical LifeScience/Diagnostics industry
OR
Post Doc/Application Scientist worked with instruments in Life Science/Diagnostics labs with basic experience in Marketing/Sales
 - Knowledge of Biomedical devices and LifeScience/Diagnostics instruments (Sales or Applications)
 - Basic understanding of Regulatory requirements for Medical Devices by FDA
 - Basics of Medical Product Design from User point of view.
- Marketing Skills
 - Ability to communicate relevant messaging to multiple audiences.
 - Outstanding writing skills, including the ability to compose effective marketing copy for a variety of purposes, and general business correspondence with multiple types of audiences.
 - Communication with media and advertising outlets
 - Working knowledge of print and web production (optional)
 - Understand SEO / SEM processes (optional)
 - Understand CRM (Customer Relationship Management)
 - Strong understanding of demand creation mechanisms including lead generation
 - Identify, manage and execute on industry events
 - Coordinate company marketing, educational and promotional activities and assets



- Assist with conducting market and competitor research
- Prepare regular marketing activity reports

COMPANY DESCRIPTION

Company Overview

Pango Medical Devices is a privately held company providing Design & Manufacturing services to LifeScience and Diagnostics industry. We are headquartered in San Diego, CA and are globally located with offices in Serbia and India.

PanGo Medical specializes in biomedical research and diagnostics instrumentation, and we have the resources and expertise to provide a range of services—from niche consultation by our scientists on medical technologies such as optics, spectrometry and fluidics, to full turn-key solutions for design, development and manufacturing.

We take a unique partnered approach with our clients, fully participating in their product development goals and operations to ensure successful outcomes.