



Company Overview:

Miach Orthopaedics, Inc., a commercial stage, privately held company located in Westborough, Massachusetts, is dedicated to developing bio-engineered surgical implants for connective tissue restoration. The company's initial focus is on ACL injuries. The company introduced the BEAR[®] (Bridge Enhanced ACL Restoration) Implant for commercial use in October 2021. The BEAR Implant, pioneered by Martha Murray, M.D., at the Boston Children's Hospital Department of Orthopaedic Surgery, is the first technology to clinically demonstrate that it helps regenerate a patient's own ACL tissue. The current standard of care for treating ACL ruptures is reconstruction, which replaces the native ACL with a graft harvested from the patient or from a deceased donor.

Position Overview:

Reporting to the Senior Director of Marketing, the Digital and Graphic Design Specialist will drive digital campaigns and serve as the in-house graphic designer for the organization. The successful candidate will have a proven history in digital marketing (email, social, digital advertising, etc.) and fluency with Adobe Creative Suite. This role is located in the Greater Boston area.

Duties/Responsibilities:

- Customize agency-provided visual concepts, designs, and templates for marketing/medical education campaigns via Adobe Creative Suite (Photoshop, Illustrator, etc)
- Asset management:
 - develop and implement process for requesting, tracking, cataloging, approving and delivering designs.
 - create and/or edit digital and printed collateral including but not limited to videos, animations, and printed marketing literature
- Working in conjunction with outside agencies, guide and monitor digital campaigns to drive qualified traffic to site.
- Oversee surgeon finder, ensuring compliance requirements are met, and develop opportunities for patient engagement on Miach website.
- Expand patient, surgeon, and physical therapy education resources on Miach website.
- Help manage relationships with vendors to ensure timely and cost-effective project delivery.

Requirements:

- Strong Adobe Creative Suite skills
- Working knowledge of video editing
- Understanding of marketing automation and e-mail platforms.
- Understanding of reporting and analytics to drive meaningful learning and strategy.

- Experience in digital advertising and demand generation activities.
- Ability to repurpose content for various digital channels including the website, email campaigns, landing pages, and paid ads.
- Adept at understanding how to leverage data to create meaningful insights.
- A thorough understanding of personas, customer journey maps, and marketing segmentation.
- Experience writing / creating ads for various digital marketing channels such as AdWords, Facebook, or LinkedIn.
- Comfortable working in a fast-paced, start-up environment
- Ability to work remotely
- Ability to work at a computer for extended periods of time
- Work-related travel < 10%

Education/Experience:

- Bachelor's Degree in Graphic Design or related field
- 3-5 years related work experience
- Experience in medical device industry a plus

Miach Orthopaedics actively recruits individuals with an entrepreneurial spirit and drive for excellence. We offer comprehensive benefits and competitive compensation packages. Miach is an equal opportunity employer and is committed to providing equal employment opportunities to all qualified candidates and employees.

Interested candidates should submit a cover letter and resume to our Human Resources Department at hr@miachortho.com. Please include the job title of the position you are applying for in the subject line. Please note that agency phone calls or submissions will not be accepted at this time