

Avitus Orthopaedics, Inc.  
6 Armstrong Rd  
Shelton, CT 06484  
jobs@avitusortho.com

SEEKING: A HUSTLER | A GRINDER | AN INNOVATOR | AN EXECUTION MACHINE  
A CREATIVE “WHATEVER IT TAKES” MARKETING MANAGER

**Why Avitus® Orthopaedics?** We are dedicated and committed to excellence, innovation, and solving unmet clinical needs to improve our universe. Our products will continue to be groundbreaking. We are a company that’s about hustle, grind, and taking relentless action to execute our goals. You have the opportunity to join us at an intersection of healthy funding, commercial growth, and new product development. This is an opportunity to lead, manage, and execute the marketing operations at Avitus® Orthopaedics!

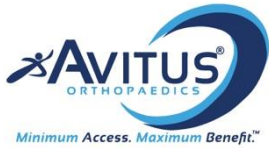
We’re a lean Company without bureaucracy; often decisions are made over coffee. We offer 4% match on 401k, awesome health (medical, dental, vision) benefits, on campus 24/7 fitness center, and a team of positive doers that will be excited to work with you as you produce your best work.

**Who are we looking for?** You enjoy managing the production and execution of all things marketing. You crush social media; you enjoy utilizing analytics to maximize visibility and engagement of the marketing media you produce. You know how to succinctly communicate key aspects of a value proposition through elegant, focused marketing collateral, media, and events. You have experience optimizing processes to enhance attention. You want to be referred to as an execution machine. You want to test marketing processes, measure their success, and then scale and automate them. You want to think. You must be a no BS kind of person; if you don’t know something, you’ll let us know and we’ll figure it out together. The ethos to who you are as an individual encompasses integrity, intensity, and intellectual honesty. You’re someone that can literally do the job of 10 people not because you work longer, but because you work smarter. You’re not a 9-to-5 person; you’re a get-it-done person. You love the grind. You have ideas, you have suggestions, and you want them to be taken into serious consideration and will trust the right suggestions will be put into motion at their respective right times. Quit is not in your vernacular. You must be a positive mindset individual who sees problems and challenges as opportunities of growth and ascension. Your follow-up game is relentless. You enjoy presenting roadblocks and challenges with proactively thought-through solutions. Spell check is a habit, and design symmetry with consistent formatting of marketing collateral makes you happy.

We want you to join our journey and do your best work. We want you to leave a mark on your personal legacy at Avitus® and be a part of building the future of orthopaedic technology with us.

Keep reading if you want the marketing that you develop to feel like a masterpiece...





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**What are you going to do?** You're going to own the execution of our marketing strategy. You will be our marketing department. You will be managing several vectors:

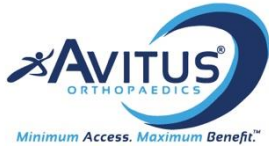
- Work with management to develop and execute a portfolio-wide marketing strategy
- Manage, scale, and automate marketing processes
- Build and maintain low-cost design capacity to scale social media production
- Social media management: scheduling; producing elegant and impactful media; analyzing and optimizing social media practices
- Measure and track marketing effectiveness to provide continual data-driven improvements to processes and content
- Build medical device product and indication specific marketing collateral, technique guides, white papers, and educational publications
- Support sales team marketing needs
- Manage and develop educational sales materials that may include videos, brochures, testimonials, technique papers, white papers, and publications etc.
- Manage and produce sales education tools
- Manage and coordinate conferences, tradeshow, podcasts, and events
- Manage, build, and automate marketing design processes
- Manage, strategize, and execute product launch campaigns
- Manage and continually update sales materials
- Support and manage website content, messaging, keywords
- Manage and organize marketing and digital sales materials
- Direct surgeon marketing
- Direct distributor marketing
- Develop marketing funnels
- Support national sales events
- Lead generation and follow-up
- Follow-up management and automation
- Market research

You will at times have to use some elbow grease and execute tasks to get other operations done. People will depend on you. If duty calls, you may need to be a sales rep, a fulfillment specialist, a janitor, a market researcher, or a business development associate for a day.

You will report directly to the Chief Technology Officer.

You will have direct support, collaboration, and visibility from the Founders of the Company.

Keep reading if you're a marketing badass...



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### Qualifications and Skills:

- BS/BA degree with a minimum of 5 years' experience -OR- Demonstrable badassery as a marketing guru with a minimum of 8 years' experience in a marketing function; preferably in medical devices or healthcare in an FDA regulated environment
- Clinical/anatomy & physiology background is a plus
- Demonstrable experience managing and executing multiple vectors of the marketing of a product or service such as: social media marketing management, digital marketing strategy, advertising, product launch, in-field marketing, marketing collateral design and development, marketing analytics and optimization for effectiveness, lead generation and follow-up, messaging, and brand development
- Understanding of FDA regulatory requirements of marketing for medical devices
- Preferably has demonstrable experience scaling and automating marketing processes on a low-cost budget
- Experience managing, planning, and executing tradeshows and marketing events
- Effective search skills on: the internet, journal publication databases, and market research databases
- Strong and creative communication and presentation skills; creating unique and captivating content is fun for you
- Stellar verbal/written communication skills
- Effective planning and prioritization skills
- Ability to collaborate and manage external vendors and partners
- Strong proficiency in Microsoft Word, Power Point, Excel, and Outlook
- Proficiency with Adobe Photoshop, Premiere, and Design products is preferred
- Proficiency with Hootsuite is preferred
- Very strong analytical skills and creative problem-solving skills
- Previous experience with clinical writing is a plus
- Ability to collate information and knowledge to find an answer when coming across an unknown
- Ability to define problems, establish facts, and utilize critical and logical reasoning to draw valid, viable conclusions
- Deploy de-risking techniques to "get it right" the first time when and where appropriate
- Demonstrable bias for action, must be a DOER
- Strategic thinker: excellent team collaborator with attention to detail balanced with a long-term vision
- Any proficiency or familiarity with CRM software such as Pipedrive is a plus

### Physical Demands:

The team member may have to construct tradeshow booths and maneuver objects up to 35lbs. The team member may need to stand in an operating room with 10lb lead vest for long periods at a time.

### Expected Work Hours:

This is a full-time position with typical start-up business hours out of our Shelton, CT HQ. It may reasonably require additional hours during the week and weekend; specific requirements will be determined with Manager.

### Travel:

May require up to 20% of overnight travel.

### Work Status:

Must be legally authorized to work In the US on a full-time basis.  
Employment visa sponsorship not available.

Ready to take the next step? [Apply now!](#)

### What we offer:

Competitive compensation  
Skill development support  
Relocation package  
Benefits [Medical/Dental/Vision]  
24/7 fitness center  
Schedule flexibility  
401(k) 4% match  
A team of brilliant and fun people  
Gamechanger products to market