

BioEnterprise  
Position Description

POSITION TITLE: Digital & Content Marketing Specialist  
REPORTS TO: Senior Director, Marketing & Communications

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**THE ORGANIZATION:** BioEnterprise is a business formation, recruitment, and acceleration effort designed to support the growth of bioscience companies. Located in Cleveland, BioEnterprise provides management counsel and support services to biomedical, biotech and healthcare IT companies. BioEnterprise partners include Case Western Reserve University, Cleveland Clinic, University Hospitals, The MetroHealth System, ProMedica and more. Since 2002, this group has created, recruited, and accelerated more than 170 companies that have attracted more than \$2 billion of investment. BioEnterprise also serves as the strategic lead for the Global Center for Health Innovation, a collaborative venue and workspace for biohealth industry partners, entrepreneurs and investors.

**POSITION SUMMARY:** BioEnterprise's Digital & Content Marketing Specialist will be a critical part of the BioEnterprise's marketing team, supporting the organization's communication strategies and tactics and promoting biomedical companies in Northeast Ohio. Through digital and content marketing, this role will uphold the BioEnterprise brand and position the organization as a voice, domain expert and thought leader for the regional biomedical industry.

**ESSENTIAL FUNCTIONS:**

- Work with the BioEnterprise marketing team to plan and execute a content strategy and editorial calendar for internal and external audiences
- Serve as primary writer of all content for BioEnterprise websites, email newsletters, social media, blogs, print collateral, speeches, advertising, video, news releases, events promotion and other content
- Conduct interviews with subject matter experts when needed for development of content
- Oversee all BioEnterprise email marketing campaigns for internal and external audiences
- Oversee BioEnterprise's social media strategy, including paid social campaigns
- Maintain BioEnterprise and Global Center for Health Innovation websites with fresh, creative and relevant content, using best practices for search engine optimization
- Create and execute digital and content marketing efforts connected to BioEnterprise's events and programs, and assist the Director of Programs in event logistics as requested
- Oversee daily media monitoring activities and generate periodic coverage reports
- Assist the Senior Director of Marketing & Communications in media pitches and other media relations activities as needed
- When requested, work with industry partners on joint digital and content marketing and events strategies to promote common interests
- Maintain measurement and metrics tools to ensure correct assessment of marketing and communications efforts, and provide reports as requested
- Assist the Data Analyst in creating compelling communications messages resulting from BioEnterprise original research and studies

**EDUCATION, EXPERIENCE, AND SKILLS REQUESTED:**

- Bachelors degree in journalism, communications, public relations, marketing or a related field
- 5-plus years of experience in marketing or PR, ideally in a B2B setting
- Exceptional writing skills, including an ability to adapt writing style and tone as needed for different audiences and communications tools (writing samples requested)

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- Experience writing according to AP Style a plus
- Ability to consistently bring fresh and creative ideas to BioEnterprise's branding and marketing strategies, and an enthusiasm for trying new things
- Previous experience in a healthcare or bioscience organization a plus
- Experience with WordPress, MailChimp, Google Drive and Adobe Creative Suite a plus
- Demonstrated knowledge of best practices in all social media channels, including Facebook, Twitter, LinkedIn and YouTube; skilled in utilizing Google Analytics, HootSuite and other digital and social listening/monitoring tools
- Strong verbal communication and public speaking skills
- Exceptional creative and intellectual curiosity
- Interpersonal skills to work with a wide range of individuals and groups; skill in interviewing a variety of people and gathering and synthesizing information from many sources
- Ability to work under pressure, meet deadlines, and manage change with exceptional attention to detail
- Proficient in MS Office (Excel, Word, PowerPoint and Outlook)

TIME COMMITMENT:

- This is a full-time position.
- Must be available during standard business hours.
- Must be available to periodically work off-hours for events/programs.

Send resume and cover letter to: [jkeirn@bioenterprise.com](mailto:jkeirn@bioenterprise.com).