



We are looking for a highly motivated, self-starting **Marketing Assistant** to join our award-winning team. The Marketing Assistant will help support the marketing department at Luminare.

Grow with Luminare as you:

- Assist Sr. Marketing Manager with tasks as needed.
- Collaborate with the Sr. Marketing Manager, internal teams, clients and partners on marketing strategy.
- Provide administrative support to the marketing and sales teams.
- Coordinate digital marketing, including planning, execution, analytics, and optimization.
- Manage, update, and engage with influencers across social media platforms to cultivate a good following.
- Drive content creation for blogs, white papers, case studies, presentations, etc.
- Manage simultaneous, ongoing production workflows for design, web development, podcasts and video production.
- Write and edit marketing copy
- Help identify marketing trends and key opportunities for innovation.
- Keep up-to-date with the latest technology and social platforms.
- Conduct market research and help identify marketing trends and key opportunities.
- Prepare, format and edit a range of documents.
- Give presentations.

The experience and skills you will need:

- Proven experience as marketing and administrative assistant.
- Excellent written and verbal communication skills.
- Good understanding of marketing principles.
- Able to multi-task and adhere to deadlines.
- Well-organized with a high level of attention to detail.
- Experience in marketing and social media strategy for B2B.
- Understands creative media production workflow (pre-production, production and post-production).
- Experience managing successful remarketing campaigns.
- Good knowledge of market research techniques.
- Excellent knowledge of MS Office, marketing software (Google Ads, Facebook Ads, LinkedIn Ads, etc), and online applications (Mailchimp, Hubspot and Salesforce experience a plus).
- Self-motivated, team player. Able to work effectively within a team and independently.
- Comfortable with working and collaborating remotely using technologies such as Microsoft Teams, Zoom, etc.
- Basic proficiency in Adobe suite a plus (Photoshop, Illustrator, and Premiere).
- Background in medical field/health technology/SAAS a plus.
- Bachelor's degree in Marketing, Business, or relevant field.

What we offer:

- Competitive compensation package with benefits
- Meaningful work with a large positive community impact
- Great team members
- Collaborative team environment focused on working the issue

Our culture

- Low-key and high-output
- Humble and kind
- Openness to figure things out in collaboration with teammates
- Strong opinions that are held lightly
- Smart colleagues on the team that share a common respect for all
- Courageous posture that takes on hard to tackle issues

About Luminare:

At Luminare, our mission is to stop the #1 cause of death in hospitals and help reopen America during the COVID-19 pandemic through our flagship products: **Sagitta, Quickscreen, and Innoculate**.

We accelerate hospital workflow through prediction of severe sepsis through our highly specialized, patented process and software —**Sagitta**. Luminare thereby ensures better patient outcomes for everyone who walks through the door at a healthcare facility. Sagitta is used by our partner hospitals to evaluate every patient, every day, for sepsis—the #1 cause of death in U.S. hospitals. Luminare was in the CDC’s “Stopping Sepsis Through Early Detection” showcase in 2020.

We also ensure the safety of companies and organizations by providing them with the Country’s first COVID-19 Self Certification System – **Quickscreen**. Luminare is able to help businesses and organizations reopen safely by screening their members before entering their facilities. Quickscreen is used by multiple organizations in different industries and is currently helping to ensure the safety and health of its members during this pandemic. Quickscreen was in the CDC’s “Taking America Back to Work” showcase ‘20.

Our **Innoculate** product (Innovation + Inoculation) has helped various Counties and Cities give out more than 1 million COVID-19 vaccines! We have launched mega centers and are rocking and rolling.