



Job Title: Scientific/Medical Writer	Dept: Marketing
Division: Ithaca, NY	Rev Date: 07-06-21

Who we are looking for:

Transonic is looking for a key marketing team member to lead the marketing communication efforts across all of our product lines and applications. As a dynamic, critical-thinking, detail-oriented, self-directed initiator you will spot opportunities to develop and optimize our literature and marketing communications, thrive in a fast-paced environment and be able to think along with multiple projects and priorities.

Who we are and what we offer:

Transonic is a small family company of around 130 staff with big goals. Our sales/service divisions in Europe and Asia provide us with worldwide reach. We develop and pioneer innovative technologies and solutions, often the first of their kind, which help ensure that:

- Our clinicians get the data they need to make critical decisions to better their patient's lives,
- Our researchers get the measurements solutions they need to perform better research,
- Our OEM clients can improve the functionality and use of their devices with our measurement capabilities inside.

Several of our research and clinical products have gained worldwide gold-standard status, largely through the development of top-notch training and support materials generated by Transonic Scientific/Medical writers in conjunction with our key opinion leaders in the field! We are a tight knit group with a lot of long-term staff who believe passionately in our solutions and technology. We are a marketing-led company and believe that marketing, at its core, means developing useful content that helps our varied customer groups to perform better research, give better care and make better medical devices. Decisions are made quickly as a group, and we work hard to make the marketing department an enjoyable place to work where staff feel that they are valued and can contribute as a part of our team. We offer competitive pay & great benefits.

Primary Function

We are seeking a Scientific/Medical Writer to work within the Marketing Department to develop, write, edit, and produce a variety of written materials for a variety of audiences via multiple modes of dissemination (social media, email, the web, PowerPoint, and printed media). Audiences will include the general public, sales representatives and distributors, researchers, clinicians, and surgeons. This is a key position in the marketing department as the Scientific/Medical Writer works across all the product lines and with all of the marketing staff as the foundational document originator for all Transonic related marketing, training, and resource material.

Duties and Responsibilities

- In collaboration with Marketing and Product Managers, generate blogs, press releases, technical, application and medical notes, video scripts, publication briefs, white papers, booklets, product, and sales flyers/consumables for a spectrum of research and medical disciplines.
- Assist in writing Manuals, Quick Reference Guides, Inservice checklists and other product related materials.
- Assist in the development, review, and evaluation of all Communications from or to Transonic, including:



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- study-related documents for training users of Transonic products,
- formatting journal articles,
- application protocols by collaborating with Product Managers, and Product Users
- Keep up to date with Quality and Regulatory updates and requirements as they relate to Transonic products and messaging in conjunction with the QA/RA departments.
- Assist in maintaining the Transonic website pages for medical relevancy and accuracy.
- Responsible for writing and disseminating a monthly Marketing Dispatch to Transonic’s internal family of sales reps and distributors, apprising them of recent marketing activities.
- Locate articles and scientific publications that cite use of Transonic and competitive products, create summary reviews of the key points of these articles for dissemination as needed and maintain a database of the publications found/purchased for internal reference.
- Respond to other needs that may arise within the department and/or Company that may surface and perform as requested, directed, or assigned by management.

Working Relationships

- Interact and work collaboratively with co-workers in Marketing Dept, Sales/Customer Service, R&D, Engineering, Manufacturing, Quality and Regulatory as necessary
- Develop and maintain constructive and cooperative working relationships with current and future collaborators and vendors as needed.
- Collaborate with our external marketing team to develop content marketing campaigns in conjunction with the marketing and product managers.

Education and Experience

- Bachelor’s degree or higher in biological sciences or biomedical engineering would be preferred but we are open to related fields as well; if you feel this job description would be a good fit for you, reach out and let us know why and how you feel your background would suit.
- Desktop Publishing: Comfortable with Adobe Suite of software (InDesign, Photoshop, Acrobat) as well as Microsoft Word & PowerPoint
- Professional writing work experience is preferred.

Knowledge, Skills and Abilities

- Superior communication skills (both written and verbal) including demonstrated presentation skills are paramount.
- Ability to organize complex medical and scientific information and present it clearly, concisely and in an engaging, easy to read manner.
- Responsive, organized, able to multi-task, and prioritize work with minimal supervision.
- Able to receive constructive criticism and not be ruffled by rounds of editing.
- Self-initiator, creative, and able to work with others.
- Social media savvy – active platforms are (currently) LinkedIn, FaceBook and Twitter.



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Supervisory Responsibilities

- No Direct Reports; will work in a collaborative marketing environment.

Physical Demands & Work Environment

- Small, tightly knit Marketing Dept of 10 people who are working to make a big impact!
- Busy environment, lots of tasks at any given time, need to be able to self-prioritize and manage work across multiple applications.
- Work environment would include open cubicle office setting.
- Occasional travel to tradeshow or customer sites as needed for learning purposes or marketing collateral development.

Disclaimer: This Job Description is not intended to be all-inclusive and may be subject to change to include new responsibilities and tasks or change existing ones as management deems necessary to meet the ongoing needs of the company.