



MDCalc is the #1 medical reference for clinical decision tools and content used by over 1.75 million HCPs globally, including more than 65% of US physicians, every month. Since 2005, MDCalc has been an essential part of the HCP's workflow at point-of-care to achieve better patient outcomes. Our evidence-based tools and clinical content written by physician experts support 50+ specialties and cover 200+ patient conditions, and we have a growing global presence with users in over 200 countries and territories.

Job Opening: PR & Marketing Associate

MDCalc is seeking a **full-time PR & Marketing Associate** to support marketing efforts aimed at a) growing brand awareness, b) publicizing company news and updates to our website and app, and c) better understanding the needs and interests of our customer base.

Working from our office in Flatiron, NYC and reporting to the Marketing Director, **the Associate will work collaboratively with our Content Development, Technology and Marketing teams to:**

- Publicize MDCalc achievements and ongoing projects through print and digital media channels
- Develop and execute marketing campaigns to increase traffic, brand awareness, new users, etc
- Conduct surveys and other marketing research to better understand customer needs, goals, and interests
- Cultivate long-term strategic partnerships with medical societies for co-promotion and content sharing
- Engage with medical bloggers and industry influencers to foster ongoing discussions about MDCalc activities
- Make well-supported recommendations to leadership on key priorities for improving customer experience on web and app
- Assess and propose new opportunities to improve engagement with HCPs on and off MDCalc.com
- Identify editorial and news material and develop a customer e-newsletter

What we are looking for:

- Bachelor degree in the Sciences (Pre-Med coursework is a plus), Marketing, and/or Business
- Strong interest in the healthcare field and in communicating/working with healthcare professionals
- Experience marketing a healthcare brand is a plus
- Excellent written and verbal communication skills
- Interest in working in a rapidly evolving start-up business environment and eager to learn new skills
- Ability to apply creative/strategic thinking skills and work under pressure and within deadlines

What we can offer you:

- Make a difference working with a small and nimble team positioned to change healthcare for the better
- Competitive benefits package: PTO, paid family leave, health insurance subsidy, etc
- Potential for profit sharing and an ownership stake in the company
- Have your voice heard and make an impact by being a trusted advisor to the leadership team
- Work directly with practicing MDs while learning more about the evolving healthcare landscape
- Perks such as educational credit, team lunches and outings, milestone celebrations, and more

Note that MDCalc is an **established start-up with an entrepreneurial environment**, so candidates should be prepared to be in a position to make a significant contribution to the company. The ideal candidate is a self-starter who can own a task, sustain motivation, and follow through to achieve results.

If you think you would be a good fit for the MDCalc team, please submit **your resume and a cover letter highlighting relevant experience and how this role may help you achieve your future goals** to Caroline Altman (caroline@mdcalc.com)