

Send your application in English to:
jobs@bkmedical.com

Mark the application:
"Web & Graphics Specialist"

We conduct interviews as we receive
applications



Web & Graphics Specialist

*Would you like to be part of our dynamic,
global marketing operations team?*

Web & Graphics Specialist

We are looking for a Web and Graphics Specialist with drive and energy, and with strong creative skills to support our graphics team. You will be part of our marketing operations team who are located in Herlev, Denmark and in Boston, USA. This post is located in Herlev.

Main Responsibilities

- Assist with the development and execution of website projects
- Carry out the graphic work required for marketing including implementing new concepts for brochures, adverts, tradeshow booths etc
- Collaborates with marketing content group, product strategy and commercial teams to support marketing strategies for digital programs
- Responsible for the day-to-day updating of website including updates and reports
- Implements overall design and content structure for the website
- Liaises with outside vendors and agencies.
- Tracks, measures, optimizes, and reports website traffic and trends monthly
- Stays informed on digital marketing trends, SEO best practices and search engine algorithm updates.
- Evaluates and recommends new online marketing opportunities and technologies.
- Develops presentations and other graphic projects

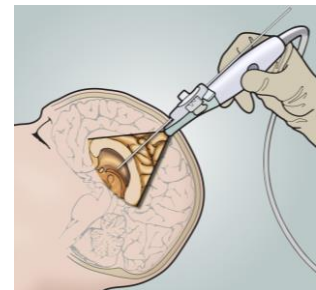
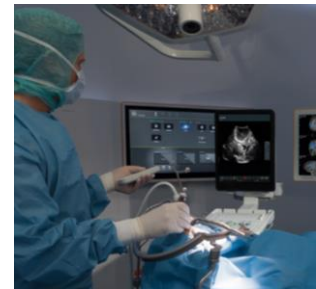
You are:

- Innovative and creative
- Have strong graphic and digital skills
- Ready to learn and contribute to team
- Good interpersonal skills

You have:

- 1 or more years of relevant experience (B2B medical technology, life science, high-technology industry experience a plus). We will also consider entry level
- Graphic or web education
- Up-to-date with the latest trends and best practices in online marketing and measurement of activities
- Expert user of graphic programs e.g. Adobe Creative suite

BK Medical is committed to designing ultrasound systems that help surgeons image, guide, intervene, and navigate inside the human body. Surgeons are our customers, and they range from HPB surgeons, neurosurgeons, and robotic-assisted surgeons to urologists, colorectal surgeons, and more.





Marketing Operations



Hilary Cox Thomsen
Snr Director Marketing Operations
☎ +45 4452 8150

We are part of a global organization with our office in the European Headquarters in Herlev, Denmark.

Our marketing operations team consists of 14 people, 8 in Herlev and 6 in Boston, USA. We are responsible for all, marketing collaterals, digital marketing and campaigns, user documentation, events and trade shows, branding and communications to the field.

We support our global sales teams with the materials they need to enhance their sales.

Our user documentation team is responsible for the information customers receive with their equipment. This includes; user manuals, data sheets, quick guides etc, plus localization in 22+ languages..

We work closely with R&D which is located in Denmark , as well as Clinical Marketing, Commercial Marketing and Product Strategy groups in both Denmark and US.

Innovative Products

We are looking for employees who are as driven and motivated as we are. Employees who are passionate about developing products that can help surgeons make decisions that can improve outcomes for patients.

Below are some of the many products we are proud to have developed.



Our products are designed for ultrasound examinations in:

- Surgery
- Urology
- Pelvic Floor
- Colorectal

The Robotic Drop-In ultrasound transducer is used during surgical procedures to visualize organs. It is inserted through a trocar in the abdomen and can be controlled by a robot.

The ultrasound images help the surgeon in decision making during surgery.

The bkSpecto one of our latest developments. This unique scanner has very high image quality as well as an easy-to-use glass interface

BK Medical



Intraoperative Ultrasound

BK Medical is committed to designing ultrasound systems that help surgeons image, guide, intervene, and navigate inside the human body. Surgeons are our customers, and they range from HPB surgeons, neurosurgeons, and robotic-assisted surgeons to urologists, colorectal surgeons, and more.

Our mission at BK is to enable real-time intraoperative guidance during surgical procedures, giving surgeons the information needed to immediately make critical decisions. Our products are designed and customized for surgical procedures, to help surgeons save time and get results.

As market leaders, we work closely with experts and universities to provide the best solutions to clinical challenges.



Research and Development

BK Medical has development departments in Denmark and the US. The largest development team is based in Denmark with approximately 90 employees, while there are 11 employees in State College, Pennsylvania. We do development in software, hardware, mechanics, signal processing, and advanced algorithms.

When it comes to research, we have collaborated with the Technical University of Denmark (DTU) for more than 20 years. Together, we have completed 2 high technology projects for advanced ultrasound imaging. We are currently part of a large-scale project with DTU, Danish hospital Rigshospitalet, and the University of Copenhagen concerning extreme high-resolution ultrasound.



Global Organization

BK Medical is an international company with sales offices all over the world, and European headquarters in Herlev, Copenhagen. We have approximately 650 employees, 170 in Herlev. In 2020, we booked revenue of USD 163 million.

At BK Medical, we support employees in developing their skills and expertise. We have a professional and informal organization with flexible working conditions and a flat organizational structure.

We are effective and can execute our ideas into strong products – these ingredients make BK Medical an exciting and development-oriented workplace.

We look forward to welcoming you to a team that makes a difference – a difference to quality of life.

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