

CONTENT WRITER AND STRATEGIST

Job Title: Content Writer and Strategist (CWS)

Location: Chicago, Illinois, United States, or Remote

What is Orthogonal?

Orthogonal is a product development and consulting firm that creates software for medical hardware such as smartphone apps talking to devices that operate directly on the human body to treat sickness and injury. Our solutions take on some of the toughest healthcare problems facing our loved ones, healthcare system, and society.

Working at Orthogonal, you will immediately be exposed to projects designed to:

- Revolutionize the rapid detection of COVID-19 and other infectious diseases.
- Improve the minute-by-minute lives of millions of people suffering from the lifetime affliction of diabetes by managing the delivery of insulin.
- Transform the early diagnosis of Alzheimer's disease.
- Give patients an at-home means to stimulate specific nerves to treat chronic conditions that drag down their quality of everyday life.
- Power the next generation of omics-based cancer-detection systems.

Specifically, Orthogonal develops Software as a Medical Device (SaMD), digital therapeutics (DTx), and other types of connected medical devices. We accelerate the product innovation pipeline at medical device, diagnostics, and pharmaceutical manufacturers to modernize patient care and gain competitive advantage.

Orthogonal's industry-leading experience with SaMD enables us to rapidly develop, launch, and continuously improve connected, compliant products – and we offer this innovative approach to clients, so they can build their own SaMD product development workflows. Over the last decade, we've worked with partners ranging from startups to Fortune 500 firms to develop and bring their connected devices to market in a highly regulated space.

Who are we looking for?

The CWS will write for our internal and external communications to increase brand awareness and market position. Leveraging Orthogonal's high-value relationships with clients, partners, and staff, the CWS will develop case studies, white papers, social media postings, and web content (among other products) to buttress and build Orthogonal's position as a thought leader in the SaMD space.

We're looking for a CWS who can create a compelling story/conversation around Orthogonal's unique business approaches and further define what sets us apart. The deliverable is high-value content that engages readers and prospective clients with ideas and information that are useful in their work and will draw them into our community.

Orthogonal advocates for best practices and approaches in SaMD across our entire industry to ensure optimal, person-centered patient care. Orthogonal develops products that have the power to change healthcare outcomes across patient populations. The CWS is someone who can capture the exciting potential of that transformation and share it within the overlapping ecosystems of SaMD, DTx, medical devices and digital health.

A successful CWS will be able to shift comfortably between content writing and copywriting. Absorbing the intricacies of Orthogonal and our industry, and incorporating those nuances into work products, is crucial to the success of this position.

The Orthogonal Writer and Strategist thrives in a high-performance environment and is:

- Experienced in or highly knowledgeable about B2B writing.
- Relentless in continually improving and revising content to meet strategic goals.
- Passionately focused on our communities and their information needs.
- Detail-oriented and consistently on time with deliverables.
- Self-motivated and -directed, while working with collaborators and supervisors.
- Intensely curious about the overlapping domains of Orthogonal's work.
- Eager to continually learn in a rapidly changing industry



What will you do at Orthogonal?

- Be responsible for a portfolio including:
 - Content creation strategy and copywriting
 - Multi-channel content strategies including SEO, SEM, industry thought-leadership collaborations, personal networking, and live events.
- Conduct in-depth internal and external interviews, and perform multi-source research to uncover narrative that draws readers in.
- Develop engaging content for our website, email campaigns, blog posts, social media, webinars, podcasts, industry and partner collaborations, and conference events (remote and live) using a broad content strategy.
- Write copy for sell sheets, white papers, display ads, emails, landing pages, website content, and other mediums.
- Provide expertise in the use of social media platforms, especially LinkedIn and Twitter, to organically grow followers.
- Maximize Orthogonal's content reach and effectiveness through written and technical SEO principles.
- Collaborate with marketing teammates, corporate leaders, partners, clients, and other stakeholders on the full lifecycle of content marketing.
- Develop and maintain a solid knowledge of healthcare trends, medical device technologies, and the regulatory landscape as it relates to Orthogonal.
- Participate in cultivating relationships to continually expand the breadth and depth of Orthogonal's professional network and presence.

What kind of educational and technical background will you need?

- Proven experience in content creation (especially copywriting), public relations, content strategy development or related role (preferably in digital marketing)
- Bachelor's degree in Journalism, Communications, Marketing, Information Technology, or related experience preferred. Experience in producing copy and other media content for digital, print, and broadcast channels.
- Strong skills in Google Analytics and related tools are a plus.
- High proficiency with MacOS-based editing and layout tools; facile with collaborative business tools (e.g., Google suite, Confluence, Trello, Zoho CRM).
- Ability to source and manage freelancers and other content creators, as well as to work cooperatively with colleagues and supervisors/mentors.



BENEFITS

This position offers:

- A competitive salary
- Great benefits
- A high-profile role working with a passionate senior leadership team and a staff of people-centered professionals
- A great physical office environment, as well as flexibility on work location
- An opportunity-based environment where you can develop and hone a wide range of professional skills
- An opportunity to develop a deep knowledge of a fast-growing industry steeped in technology innovation and with a huge potential for impact

YOUR FIRST CONTENT CHALLENGE

- This job posting is an example of the type of content we create that needs a skilled copy editor who can tighten our text and streamline our story, but still enable the “Orthogonal” to shine through. If you want, feel free to redline this document and show us what you can do.

Interested? Send inquiries to careers@orthogonal.io