



Job Title: Social Media Manager

Department: Commercial

Reports To: Chief Marketing Officer

CeQur® Corporation develops and commercializes a discrete, simple-to-use and wearable insulin delivery device that easily integrates into patients' daily lives. CeQur Simplicity™ is a 4 Day Insulin Patch designed to reduce the barriers and challenges of multiple daily injections to enable people with diabetes to achieve glycemic targets. CeQur Simplicity™ is FDA cleared.

At CeQur, we aim to provide solutions for people with diabetes that are profoundly simple and clinically effective. We are gaining tremendous momentum already and have built a leadership team and board that comprises of accomplished and respected industry experts. We are looking for like-minded A+ team players to join our team to help make a difference and build a legacy while driving penetration of our therapies. CeQur values a collaborative and creative mindset, where each team member is encouraged to contribute to our processes, decisions, planning and company culture.

Position Overview:

The Social Media Manager will own the development and execution of CeQur's social media strategy across corporate and product-related channels. This individual will create, in partnership with agency partners, compelling content, manage community engagement to drive awareness, education, and advocacy for the CeQur Simplicity brand. The ideal candidate combines storytelling, healthcare marketing expertise, and social media best practices with a passion for improving patient lives.

Key Responsibilities:

Social Media Strategy and Planning

- Develop and execute a comprehensive social media strategy and guidelines aligned with brand, business, and commercial objectives.
- Build and manage editorial calendars across LinkedIn, Facebook, Instagram, YouTube, and emerging platforms.
- Identify opportunities to increase brand visibility, engagement, and share of voice within the diabetes and medical device communities.
- Support product launches, awareness campaigns, patient education initiatives, and corporate communications.

Content Development

- Create and curate engaging content including graphics, videos, patient stories, educational posts, thought leadership content, and campaign assets.

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Effective Date: June 2026
Version 1.0



- Translate complex healthcare and diabetes-related topics into clear, accessible, and compelling social content.
- Ensure all content aligns with brand guidelines, regulatory requirements, and corporate messaging.
- Collaborate with internal subject matter experts, agencies, and creative partners to produce high-quality content.

Community Management

- Develop and cultivate a meaningful patient community platform that encourages patient engagement, peer connection and advocacy.
- Monitor and manage social media channels daily.
- Engage with patients, healthcare professionals, caregivers, advocates, associations, and industry influencers in a timely and professional manner.
- Escalate customer inquiries and adverse event reports according to established compliance procedures.
- Foster meaningful online conversations that build trust and strengthen the CeQur community.

Influencer Management

- Manage and grow relationships with influencers, patient advocates, healthcare creators, and brand ambassadors to increase awareness, engagement, and trust in the CeQur Simplicity brand.
- Identify and recruit strategic partners, negotiate collaborations, oversee content execution, ensure regulatory and brand compliance, and measure campaign performance.
- Develop authentic influencer programs that support brand objectives and foster meaningful connections with target audiences.

Analytics and Optimization

- Track, analyze, and report on social media performance metrics, including reach, engagement, follower growth, website traffic, and conversion indicators.
- Generate actionable insights and recommendations to improve campaign effectiveness.
- Conduct competitive analysis and monitor industry trends, emerging platforms, and audience behavior.

Qualifications:

- Bachelor's degree in Marketing, Communications, Public Relations, Journalism, or related field.
- 3–5+ years of experience managing social media for healthcare, medical device, pharmaceutical, or health technology
- Proven track record of developing and executing successful social media campaigns.
- Strong copywriting, storytelling, and content creation skills.
- Demonstrated competency and experience with all top social media and analytics platforms.
- Experience leading and managing agency partners, content creators, and external vendors to deliver high-quality, measurable results.
- Experience with Salesforce Marketing Cloud a plus
- Excellent project management and organizational skills.
- Experience marketing to patients, healthcare providers, or diabetes communities, preferred.
- Familiarity with FDA-regulated marketing environments and adverse event reporting requirements, preferred.

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- Experience with paid social media campaigns and social listening tools, preferred.

Key Competencies:

- Strong business acumen with the ability to analyze data, identify trends, and translate insights into actionable business strategies.
- Strategic storyteller with the ability to translate clinical, product, and patient insights into compelling digital narratives.
- Patient first mindset with a passion for building authentic connections and fostering meaningful engagement with the diabetes community.
- Excellent communication, presentation, and interpersonal skills with the ability to influence and build trusted relationships across all levels of the organization.
- Demonstrated ability to think strategically while maintaining a growth mindset.
- Highly organized with effective time management and prioritization of key initiatives

Physical Requirements:

- Requires sitting and standing associated with normal office environment
- Manual dexterity needed for using a calculator and computer keyboard
- Lightweight lifting may be required