Assignment – Questions and Clarifications

This document consolidates candidate questions for the candidate assignment for the Community Engagement & Outreach Manager role.

Do you have a branding kit that should be followed?

Yes.

Many materials exist – fonts, stock photos, templates, icons… For this exercise, making all brand and design elements available would take us too far, but a brand book PDF with guidelines on logo usage, fonts, color palette, visual rules has now been provided on the forms.gynaia.com/application page.

Our audience is highly visual as well as clinically sophisticated. Materials should be aesthetically strong, clean, and credible in a medical context. You are expected to follow brand guidelines, but within those boundaries, you may demonstrate visual judgment and initiative.

What assets and resources are available?

You may assume access to:

- Expert video interviews (short clips available)
- Previous webinar recordings
- Brief testimonial statements
- A curated and growing case database
- Access to key opinion leaders willing to provide short statements

Gynaia Belgium, n.v.
Naamsevest 88, 3000 Leuven, Belgium
www. gynaia.com
info@gynaia.com

An introductory deck explaining Gynaia, the IOTA consortium, membership structure, and editorial board are now provided via the application page.

Important: note that you are not limited to repurposing existing material. New assets can also, and will need to be created. For the purpose of this exercise, you may propose illustrative/invented/mock-up copy and content as if you had access to key opinion leaders, customers/members, … .

Does Gynaia use a CRM?
Does the membership platform function as a CRM?
What tracking/campaign systems are used?

Gynaia uses:

- HubSpot (CRM and newsletters)
- Flexmail (newsletter support)
- my.gynaia.com (member portal and delivery platform)

The member portal (my.gynaia.com – delivers learning materials via LMS, access to webinars, decision support apps, customer feedback, support, case database, …) provides backend tracking and export capability for:

- Logins
- Usage frequency
- Engagement
- Payments
- Certification status
- Membership status
- …

HubSpot is used for social media posts, web site management and hosting, support desk, deal flow, marketing campaigns, structured lead tracking and funnel visibility. We have licensed:

- Marketing hub
- Content hub
- Sales hub
- Support hub

… so, we have licenced the whole suite.

Geographic Scope

Gynaia operates globally.

- International reach and international IOTA recognition
- English working language
- Strong traction in UK and Europe, as well as in North America, Latin America, and specific RoW regions in APAC
- No geographic restriction

You may assume a global campaign context and justify regional focus if relevant.

What subscription models are available?
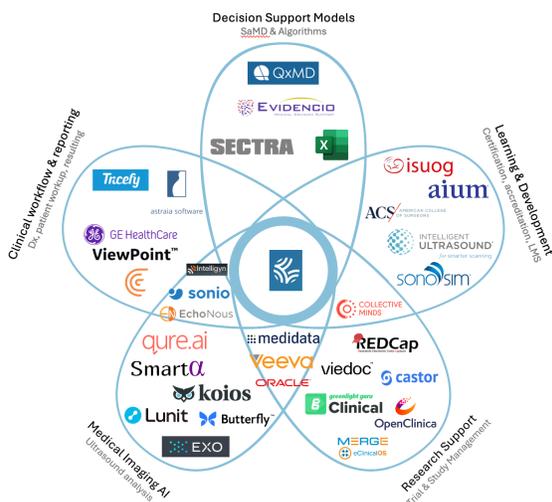
Gynaia offers:

- Individual memberships
- Institutional memberships

Memberships are organized by clinical track (Ovarian, Uterine, Early Pregnancy).

Full structure, pricing, and programme details are publicly available here:

https://www.gynaia.com/certification/membership/

Who are your competitors?

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Competitors include:

- Clinical workflow and reporting software
- Medical imaging ai
- Clinical trial and Research support tools
- Learning and development providers
- Decision support models

Commercial Objective

Gynaia's annual objective is:

2,500 new memberships this year.

This campaign is one of several initiatives contributing to that target. You may state and justify your own assumptions regarding this campaign's contribution.

Campaign intent by scenario:

- Membership campaign: drive new paid memberships (individual and institutional leads)
- Case Database campaign: drive engagement among existing members, increase relevance/interest to drive new members

Who is the primary customer of this service?

Gynaia serves both:

- Individual clinicians (gynecologists, sonographers, radiologists, oncologists, researchers)
- Institutions (departments, hospitals, trusts, alliances)

Both purchase pathways exist.

Budget & ROI

There is no fixed budget assigned to this specific campaign.

You may assume that up to **~$1,000** could be allocated if well justified.

All campaign activity must fit within a broader annual marketing budget (~$42k total including trade shows, advertising, publications, sponsorships, etc.).

Paid channels are allowed if justified.

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Regarding ROI:

- Gynaia's annual objective is 2,500 new memberships in 2026
- This campaign is one of several contributing initiatives

Which platform do you use for newsletters, and how many contacts do you have?

We use FlexMail and HubSpot.

- International mailing list (18000 members, IOTA focused)
- Gynaia specific newsletter opt-ins (1500 members, Gynaia focused)
- IOTA facebook group with 4500 members
- Instragram account, not yet built out
- LinkedIn account
- Dedicated followers and KOLs that are close to Gynaia and well embedded in the community, with automatic trigger for them to like and share all our posts to their followers

If some information is intentionally open-ended, is it acceptable to make assumptions?

Yes.

This role requires comfort with incomplete information.

Where needed, clearly state your assumptions in the deck and proceed.

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