

JOB DESCRIPTION

Position Title:

Marketing Manager - Downstream

Reports to:

Director of Marketing

Department:

Marketing

FLSA Status:

Exempt

PURPOSE

The role will drive campaign strategy and execution to fuel product sales. Working closely with cross-functional team members, this role has both strategic and tactical responsibility for supporting the achievement of revenue and income objectives.

MAJOR DUTIES AND RESPONSIBILITIES:

- Develop and implement lifecycle maintenance campaigns for key products, including analyzing market research and sales analytics, ideating messaging, developing sales tools, identifying competitive threats and taking action to mitigate; and creating best in class marketing/PR initiatives to drive sales

- Manage Direct to Patient program, including developing patient educational tools, creating a microsite, measuring ROI, and leveraging social media to drive awareness
- Create and refine educational/training programs for customers and sales team that incorporate a variety of media formats including live forums, web based programs, tablet friendly training tools, white papers, case studies & patient testimonials, etc.
- Partner with sales team to define and implement effective targeting, develop physician champions, and gather input to drive product improvements and marketing decisions
- Develop and execute on publication and podium strategy based to support product awareness
- Make required refinements and improvements to existing labeling, collateral and educational documents
- Educate and train physicians, hospital personnel on technical matters related to Intersect devices
- Work closely and effectively with internal team, sales team, key opinion leaders, and physician customers to identify and/or evolve marketing and program opportunities
- Attend and support company activities at relevant scientific and technical meetings and conferences
- Work as part of cross-functional team (clinical, sales, marketing, manufacturing, R&D) in order to meet business objectives; Manage all projects within specified budget and timeline
- Develop and implement procedures, files, records, and follow-up systems to ensure marketing processes are managed in a well-organized and timely manner
- May research, monitor, or prepare semi-routine reports or analyses, summarize findings, and make recommendations, to solve administrative problems
- Remain current on domestic and international market dynamics and competitive developments

This job description is not all inclusive. Incumbents may be required to complete other miscellaneous responsibilities as required.

QUALIFICATIONS

- BA/BS degree required, MBA preferred

- Minimum 5 years' experience in product marketing (including lifecycle maintenance campaigns), marketing program management, international marketing, direct to patient marketing, or combination with sales
- Experience in medical device marketing is required, preferably in a start-up environment. Experience with pharmaceutical marketing is desired.
- Strong aptitude for determining the optimal way to position products in the market
- Communication, relationship-building, and project management skills are critical to success
- Proven ability to successfully manage multiple projects in a dynamic environment with a sense of urgency
- Willingness to “roll up sleeves” to perform at all levels and assist in areas outside of core responsibilities
- Strong strategic thinking and analytical skills
- Excellent written, oral, and presentation communications skills
- A self-starter with an entrepreneurial spirit is required.
- 25% Travel required