

Job Description

Position Title: Group Manager, Marketing Communications and Events
Report To: Sr. Director, Commercial Marketing
Department: Marketing

PURPOSE OF JOB: The Group Manager of Marketing Communications will report to the Sr. Director of Commercial Marketing. The role will be responsible for the following key areas: First, the role will oversee and guide all branding and messaging consistency for the company and its products. Second, the role will work closely with commercial marketing and sales to implement marketing communication programs, enable digital and advertising campaigns, and oversee events that enable the company to drive product adoption, consistent utilization and top-line revenue. Third, the role will drive corporate communications, national and local conference presence, and public relations strategies to elevate awareness and education about the company and products. Fourth, the role will oversee company websites and social media channels. Fifth, the role will lead program/event management to help educate on products and strengthen customer relationships at tradeshow, meetings and online forums.

MAJOR DUTIES AND RESPONSIBILITIES:

- Lead a Communications and Events team that excels at strategic planning, operational execution, cross-functional collaboration, marketing program effectiveness, and sound budget management.
- Develop annual marketing plans for Marketing Communications and Events, providing consistent analysis, feedback, and adjustments to achieve business and financial goals. Ensure successful execution of all initiatives and programs that support the direction of the company.
- Guide creation and ensure flawless execution of brand strategy across the company, including HCP and patient marketing and media. Create and maintain brand and messaging guidelines.
- Take a lead role in driving the creation, enhancement and ongoing management of the company's internet site(s), presentations, marketing collateral and promotional items (including print and digital fulfillment).
- Manage national and local PR efforts, including maintaining plan/tracker, editorial calendar, press releases, social media channels and media relations.
- Manage brand/creative agency, graphic design, digital and web marketing vendor relationships.
- Play a key advisor role in packaging/labeling decisions.
- Plan and lead execution of all communications, and event plans. Guide and oversee all messaging, branding, and communications efforts, including marketing materials (clinician and patient collateral), presentations, sales tools, online communications, and digital marketing.
- Act as the marketing liaison, marcom reviewer and brand advocate for the routing of marketing materials. Initiate and manage approval processes of marketing collateral for the company in compliance with all regulatory and quality system procedures and policies.
- Serve as the marketing lead for logistics and planning of the National Sales Meeting.

Job Description

- Manage and execute on all medical/scientific conferences, educational programs/webinars, and customer events, including physician webinars and peer-to-peer events, as outlined in the marketing plan.
- Responsible for conference/meeting budget preparation, execution and reconciliation, venue evaluation and selection, contract negotiation, vendor selection, staffing plans, event timelines, onsite management, post-event survey, analysis, and reporting.
- Manage and negotiate services with all show service providers. Serve as key liaison to industry/professional associations, for conference-related items (e.g., sponsorship opportunities, exhibit space, and exhibitor registration).
- Ensure the team maintains close collaboration and alignment with the Sales team as well as continually gathers real-world information and feedback through informal and formal means such as spending time in the field with customers and Sales personnel and working with the Field Advisory Council (FAC).
- Consistently drive toward corporate goals and ensure product and company positioning, branding, and messaging are maintained.

EDUCATION

- Bachelor's degree Required. MBA or related post-graduate training preferred.

REQUIREMENTS:

- 5+ years of related commercial experience in the healthcare/ medical technology industry, with at least 3 of those years specifically responsible for marketing communications and tradeshow
- Extensive Adobe and MS Office skills (Word, PowerPoint, Excel, Outlook)
- Some direct graphic design experience preferred, or alternatively, experience managing graphic designers
- 2+ years of Digital and Social Marketing management
- Experience managing corporate websites
- Experience overseeing public relations
- Strong interpersonal skills, superb oral and written communication skills, analytical capabilities, and team leadership experience
- Proven success and track record contributing to top line growth as both an individual contributor managing a product or product line and as a functional group leader
- Experience in strategic planning and cross-functional collaboration with senior management, sales management, and key operational groups
- Experience negotiating, developing, and maintaining short- and long-term consulting and third-party vendor agreements
- Strong work ethic and the ability to work independently with a high sense of organizational accountability
- Excellent communication and presentation skills with internal, clinical and patient audiences
- Highest level of personal and professional integrity
- Ability to travel to major conferences, symposiums, sales meetings and customer programs (as circumstances allow, at least 10-15%)