



Job Description

Position Title: Senior Strategic Marketing Program Manager
Report To: Director, Strategic Marketing
Department: Marketing

PURPOSE OF JOB: The Strategic Marketing Program Manager will serve as a strategic compass for Aerin Medical, leading initiatives and workstreams that position the organization for both effective short-term customer engagement and sustained long-term growth. This upstream role will collaborate closely with cross-functional partners (e.g., R&D, sales, clinical, etc.), marketing teammates, and healthcare professionals to drive and support all product development and portfolio expansion efforts. Additionally, the role will have a strong analytical component, directing projects relating to market research and modeling, clinical evidence development, and competitive intelligence. This position will report to the Director of Strategic Marketing.

MAJOR DUTIES AND RESPONSIBILITIES:

- Manage and drive activities that contribute to strategic planning, operational execution, cross-functional collaboration, marketing program effectiveness, and sound budget management
- Support the development and execution of strategic marketing plans, providing consistent analysis, feedback, and adjustments to achieve business and financial goals. Ensure successful execution of initiatives and programs that support the direction of the company
- Guide patient and physician market research in identifying new product opportunities, product development and iteration, and evaluating the effectiveness of existing products with target audiences
- Support the definition of new products and upgrades to existing products by developing clear customer requirements based on insights gleaned from voice-of-customer and market research findings
- Help guide product pricing strategies for future new/enhanced products. Contribute to management of portfolio product life cycle, including phasing and other key preparation activities leading into and through new product launches
- Develop, maintain, and communicate knowledge of competitive technologies and key market dynamics relating to company products and alternative therapies that address similar diseases/disorders
- Support the development of clinical marketing tools and strategies that effectively disseminate and communicate the value of our clinical evidence to key market stakeholders and healthcare professionals
- Engage and collaborate with healthcare professionals and Key Opinion Leaders (KOL) to support business objectives and improve customer advocacy
- Support long-term strategic planning and portfolio development activities
- Be a responsible steward of the strategic marketing budget, ensuring effective and efficient utilization of resources to work with vendors and consultants
- Participate on and lead multi-disciplinary teams. Effectively work internally with cross-functional team members such as R&D, clinical, regulatory, sales, and externally with healthcare professional advisors to continually gather real-world feedback and ensure team alignment on voice-of-market



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EDUCATION

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

REQUIREMENTS:

- 4+ years of related commercial experience in the healthcare or medical technology industry, with at least 2 of those years working directly on strategic marketing initiatives
- Strong interpersonal skills, superb oral and written communication skills; confidence in presenting to a large group of clinicians or an executive team
- Proven success and track record contributing to top line growth
- Experience in strategic planning and cross-functional collaboration with senior management, sales management, and key operational groups
- Strong work ethic and the ability to work independently with a high sense of organizational accountability
- Proven ability to successfully manage and prioritize multiple projects in a fast-paced environment with a sense of urgency
- Strong organizational, analytical, and business skills, including capacity to manage budgets, expenses, and complex marketing plans
- Excellent communication and presentation skills with clinical and patient audiences
- Highest level of personal and professional integrity
- Ability to travel up to 25% (as conditions allow), including attendance at conferences, national sales meeting, sales rep field visits and customer meetings