



Job Description

Position Title: Senior Manager, Patient Marketing
Report To: Associate Director, Market Development & Patient Marketing
Department: Marketing
Location: Mountain View, CA

PURPOSE OF JOB: The Senior Manager, Patient Marketing will report to the Associate Director, Market Development & Patient Marketing. This role is responsible for expanding Aerin product awareness and adoption via direct-to-consumer strategy and execution. Areas of responsibility will include defining the patient journey and developing resources and plans – primarily through patient education and digital marketing initiatives – to efficiently educate and drive potential patients to physicians for evaluation and treatment where appropriate. This individual will direct the creation of best-in-class patient-facing messaging, tools, collateral, programs, advertising campaigns, media channels and websites. The position requires a strong ability to develop and implement effective patient/consumer marketing strategies, as well as experience tracking campaign key performance indicators, gathering metrics and analyzing and reporting on results. This person will work closely and collaboratively with commercial marketing, sales leadership, field sales representatives, agencies, vendors, and internal reviewers to ensure the cohesiveness and success of all programs.

MAJOR DUTIES AND RESPONSIBILITIES:

- Assist with managing all aspects of Patient Marketing at Aerin Medical, supporting awareness and growth of the company's office-friendly solutions for chronic nasal obstruction (stuffy nose) and chronic rhinitis (runny nose, postnasal drip)
- Manage development of direct-to-consumer programs, patient-facing messaging, and online/digital marketing campaigns
- Assist with market development initiatives that enable a practice to effectively reach and educate their existing patients and/or their local community to drive awareness and increase qualified patient consultations
- Assist with consumer market research, including defining the patient journey and testing and updating consumer messaging as needed
- Represent the patient perspective (voice of customer) for the company
- Manage a diverse team of consultants, agencies and vendors to coordinate and achieve planned deliverables on schedule
- Help produce high quality patient testimonial videos and stories (with Marcom/PR)
- Maintain meticulous tracking and analysis of data to track impact and effectiveness of campaigns and initiatives
- Develop community outreach and education programs to expand disease awareness
- Work as part of a cross-functional team (clinical, sales, marketing, R&D, reimbursement, regulatory, compliance) in order to meet business objectives
- Keep in close contact with customers and corporate partners, maintaining excellent professional relationships

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EDUCATION

- Bachelor's degree Required
- Advanced marketing/digital marketing coursework preferred

REQUIREMENTS:

- 5+ years of related commercial experience in the healthcare, aesthetics or medical technology industry, with at least 3 of those years working preferably on patient/consumer marketing initiatives
- Strong interpersonal skills, superb oral and written communication skills
- Proven success and track record contributing to top line growth as an individual contributor
- 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
- Advanced knowledge of digital and online marketing tactics and tools – with hands-on experience in planning and executing campaigns
- Experience supporting PPC Search and Social Media advertising campaigns
- Experience with Google Analytics and website performance reporting
- Very experienced developing presentations and editing documents using Microsoft platform (Word, PowerPoint, Excel) as well as the Adobe platform
- Highest level of personal and professional integrity
- Ability to travel up to 20% (as conditions allow), including attendance at conferences, national sales meeting, sales rep field visits and customer meetings