



Job Description

Position Title: Senior Product Manager
Report To: Group Marketing Manager
Department: Marketing
Location: Mountain View
FLSA: Exempt
Date: September 2023

APPLY

PURPOSE OF THE ROLE:

The Senior Product Marketing Manager will drive education, awareness, and adoption of Aerin Medical's products in the otolaryngology (Ear, Nose & Throat) space. This downstream marketing role will execute and measure product and HCP marketing strategies and tactics to achieve these goals. As a key member of the marketing team, the Senior Product Marketing Manager will serve as a product evangelist for Aerin Medical's commercially available products. Additionally, the role will support the commercial launches of next generation and new products. The position will report to the Group Product Manager of HCP Marketing.

MAJOR DUTIES AND RESPONSIBILITIES:

- Support and partner with marketing leadership to create and execute Aerin Medical's HCP marketing strategy with the objective of supporting awareness and growth of the company's non-invasive solutions for chronic nasal airway obstruction (stuffy nose) and chronic rhinitis (runny nose).
- Develop a deep understanding of the voice of customer, HCP journey and product experience.
- Execute impactful HCP marketing plans and supporting educational tools to meet commercial objectives.
- Work closely with digital marketing and marketing communications team to maintain up-to-date HCP facing website and digital campaign content.
- Maintain and update key downstream marketing materials.
- Serve as the in-house product marketing contact for the sales team by gathering/responding to questions and feedback about technical product information, competitive intelligence, clinical data, and product marketing resources.
- Collaborate closely with the sales team in creating/measuring progress toward product marketing goals.
- Foster working relationships with HCPs to gather insights, provide education and drive adoption.
- Support the medical education team in creation of sales training materials to ensure sales team stays up to date on product knowledge.
- Lead sales training on marketing messages, product launch plans, and best practices in utilizing marketing tools.

- Utilize excellent strategic planning, operational execution, cross-functional collaboration, marketing program effectiveness, and sound budget management.
- Manage consultants and vendors as needed to coordinate and achieve planned deliverables on schedule.
- Regularly survey and collaborate with internal marketing team, sales team, advisors, patients, and physician customers to refine existing programs and uncover new marketing opportunities.

EDUCATION

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

EXPERIENCE

- 4+ years of related commercial experience in the healthcare or medical technology industry, with at least 2 of those years working directly on product management 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
- Proven success and track record contributing to top line growth an individual contributor managing a product or product line
- 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
- Strong written and verbal communications skills
- Data analysis
- Highest level of personal and professional integrity

TRAVEL

Ability to travel up to 25% (as conditions allow), including attendance at conferences, national sales meeting, sales rep field visits and customer meetings