



## Job Description

**Position Title:** Associate Product Marketing Manager  
**Report To:** Group Product Manager, HCP Marketing  
**Department:** Marketing  
**Location:** Mountain View  
**FLSA:** Exempt  
**Date:** September 2024

**APPLY**

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We are changing the standard of care for millions of untreated sufferers of ENT conditions. We improve patient access to life-changing relief through safe, practical, and effective innovation that changes how and where patients are served. Aerin differentiates itself with our commitment to providing straightforward and clinically proven products so that ENTs and their patients can make treatment decisions together without limits.

At Aerin Medical our values show up as: always seeking the collective good, holding ourselves and each other accountable, showing respect with compassion, creation and innovation and being all in.

As an Associate Product Marketing Manager at Aerin Medical, you will be an essential part of our mission-driven team, dedicated to transforming the lives of those with untreated ENT conditions. Your role will involve contributing directly to our commitment to innovation and improved patient care.

### **PURPOSE OF JOB:**

The Associate 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 support and execute HCP marketing tactics to achieve these goals. As a key member of the marketing team, the Associate 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.
- 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.
- Collaborate closely with the sales team in creating/measuring progress toward product marketing goals.
- Support the medical education team in creation of sales training materials to ensure sales team stays up to date on product knowledge.
- Support sales trainings on marketing messages, product launch plans, and best practices in utilizing marketing tools.
- Utilize excellent strategic planning, operational execution and cross-functional collaboration skills and expertise to develop and deliver marketing and sales support programs using various media.
- Manage consultants and vendors as needed to coordinate and achieve planned deliverables on schedule.
- Shepherd marketing materials through the cross-functional document control process.
- Other duties as necessary.

**EDUCATION REQUIREMENTS:**

- Bachelor's degree is highly desired. MBA or advanced degree is a plus.

**EXPERIENCE REQUIREMENTS:**

- At least 2 years of related marketing and/or relevant business experience is required
- Medical device or healthcare related experience is preferred but not required
- Proven experience in PowerPoint/ Excel / Word
- Has experience in building slide presentations
- Strong written and verbal communication skills

**OTHER QUALIFICATIONS:**

- Strong interpersonal skills, superb oral and written communication skills; confidence in presenting to a large group of sales representatives
- High energy, positive attitude, and a bias for action
- Creative problem solving
- Attention to detail
- Experience in strategic planning and cross-functional collaboration
- 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
- Highest level of personal and professional integrity
- Data analysis
- Proficiency in basic graphic design is a plus

## BENEFITS AND PERKS:



Our culture is rooted in our core values every day, in everything we do.

Our benefits focus on the 5 dimensions of wellbeing: physical, financial, emotional, career and community. Physical benefits include Medical – PPO & HSA with co-contribution, Dental, Vision, Accident Insurance, Critical Illness, Hospital Indemnity, and onsite Tonal & Peloton. Financial benefits include HSA/FSA, 401k with company match, Lifestyle Spending Account, Long Term Disability, Life Insurance, a monthly stipend to cover phone and tech costs, employee discounts, and weekly office lunches. Emotional benefits include Employee Assistance Program, 5 free counseling sessions per issue per year, 80 hours sick leave, 13 holidays, and flexible vacation (exempt employees). Career and Learning & Development opportunities with Aerin led leadership trainings. Community initiatives which include Aerin “give back” week, family days as well as Aerin holiday giving.