

## **Prytime Medical Job Description**

### **Director of Marketing**

Responsible for providing strategic leadership and participation focused throughout a range of integrated marketing strategies and plans to meet growth objectives.

Oversee and participate in the development and deployment of best-in-class marketing portfolio initiatives designed to augment sales force activities, increase product awareness and reach customers and strategic partners through new and innovative methods across product lines and applications globally. Provide leadership and implementation related to design, development, and market launch in support of new and existing products.

Works closely with internal and external key stakeholders to meet market retention/expansion of the portfolio to meet company revenue targets.

Has one direct report, our Product and Marketing Manager.

Reports initially to the CEO, with a planned transition in 6-9 months to report to the VP US Sales & Marketing.

#### **Job Summary:**

Responsible for establishing, enhancing and distinguishing the positioning of the Prytime Medical product portfolio in the marketplace. Supervise and implement downstream marketing strategies, activities and materials. Activities may include strategy development, customer engagement tools, market development activities, and creation and distribution of marketing collateral to drive market creation. Develop, supervise and implement business plans and product positioning in the marketplace. Oversee market research, monitor competitive activity, and identify customer needs. Establish and review pricing strategies as needed.

#### **Essential Job Requirements:**

- A Challenger Mindset\*\*\*
- Supervise, develop, and implement product programs, messaging and branding to meet customer needs and expectations
- Define, develop and support execution of all support activities for these strategies utilizing market data and high-level analytics
- Participate in collaboration between sales, regulatory, engineering and the customer
- Maintain a clear understanding of the clinical need and new product development opportunities
- Identify and model "go to market" strategies, timing and potential alternative sales channels with expanded indications/applications
- Support development of and implement launch plans to support market creation
- Monitor market trends on social media, clinical and trade publications, and other channels to create awareness of shifting market trends
- Become a content expert for existing and new competitors in the marketplace
- Support development of and implement downstream marketing materials, collateral, promotional tools and programs
- Support development of and implement sales, medical education, training and tradeshow/conference

programs

- Travel up to 50% of the time to provide marketing and/or technical support at conventions user's meetings, workshops, and other specific marketing functions. Conduct demonstrations or perform other travel as required.
- Prepare regular field updates related to new and future products and programs.
- Prepare and deliver presentations at district and/or national sales meetings.
- Provide adequate and appropriate training and direction to sales representatives including positioning, sales tactics, competitive services comparisons, product features and benefits.
- Support, develop, and implement a broad Public Relations strategy that captures the attention of our external audiences (i.e. press, analysts, influencers, customers, strategic partners etc.).
- Draft and implement press releases and participate in the review process with executive leadership.
- Support development and implement all internal and external corporate communications.
- Support creation of and implement communication plans and key messages, collateral material, and rollout strategy, including
  - Media Relations
  - Digital Marketing
  - Social Media
  - Web Communications including prytimedical.com

\*\*\* Per “The Challenger Sale: Taking Control of the Customer Conversation” by Dixon and Adamson

The successful applicant will also demonstrate:

- Previous experience developing new markets and launching revolutionary technology in the US and Globally
- 15+ years of proven experience in marketing (including significant medical device experience and experience developing brand new markets)
- Strong Social Media and Digital Marketing experience
- Excellent written and verbal communication skills
- Able to lead meetings dealing with complex, cross functional project teams with a focus on results
- High attention to detail with a critical eye for identifying what makes content readable and engaging for different audiences
- An autonomous, self- motivated, highly creative, curious individual who is not afraid of the unknown, is a team player, able to manage change, and work flexibly and collaboratively on a wide range of tasks
- Bachelor’s degree or higher (Master’s preferred but will substitute education for relevant experience and attitude)