

Prytime Medical Job Description

Marketing and Product Manager

Job Summary:

Responsible for establishing, enhancing and distinguishing the positioning of the Prytime Medical product portfolio in the marketplace.

Design and develop 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 business plans and product positioning in the marketplace.

Oversee market research, monitors competitive activity, and identifies customer needs.

Establish and review pricing strategies as needed.

Essential Job Requirements:

- A Challenger Mindset***
- Report to the Director of Marketing
- Support development of and implement product programs, messaging and branding to meet customer needs and expectations
- Participate in collaboration between sales, regulatory, engineering and the customer
- 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
- Provide marketing and/or technical support at conventions user's meetings, workshops, and other specific marketing functions. Conduct demonstrations 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 prytimemedical.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
- 5-10 years of proven experience in marketing (medical device preferred)
- Strong Social Media and Digital Marketing experience
- Excellent written and verbal communication skills
- 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