

JOB SUMMARY

DIRECTOR OF CONSUMER MARKETING

We are seeking a Director of Consumer Marketing who will manage all aspects of Viveve's consumer marketing efforts to drive awareness, adoption and patient satisfaction. Major duties include the following:

- Drive the creation of consumer-directed positioning, messaging, and editorial content, including visual/video assets.
- Gain and maintain an in-depth understanding of the demographics, psychographics, motivations and mindsets of the target Geneveve consumer audience(s).
- Develop patient and public-facing finished materials that are reflective of the brand voice and consistent with commercial objectives.
- Monitor consumer marketing activities and programs of competitive technologies.
- Manage product public relations initiatives and consultants.
- Collaborate with the Senior Director of Corporate Communications on corporate public relations initiatives.
- Refine the content of the consumer-related portion of the Portal on an ongoing basis.
- Interface with clinical liaisons and sales teams worldwide to maintain a feedback loop for optimizing the patient and clinic experience.

Qualified candidates must possess the following:

- Bachelor's degree is required; MBA desirable.
- Minimum of eight years of related experience, in addition to at least three years of management experience.
- At least 3 years marketing novel health and wellness/medical/lifestyle products, procedures or services.
- Concentration in marketing communications, advertising and/or public relations functions.
- Must be willing to travel up to 25% of the time, both domestically and internationally.

Send your resume to: careers@viveve.com