

JOB SUMMARY

DIRECTOR OF PROFESSIONAL MARKETING

We are seeking a Director of Professional Marketing who will manage all professional-facing marketing activities for the product line. This individual will create and continually enhance sales tools and implement sales and marketing initiatives geared to increasing capital sales.

Major duties include the following:

- Maintain up-to-date, consistent and compelling messaging platform and segmentation for the breadth of target specialties.
- Create and implement product launch plans in coordination with new technologies, operations, clinical and regulatory staff.
- Develop, implement and monitor capital sales tools and initiatives globally.
- Maintain a feedback loop with Regional Directors and Distributors on sales and professional marketing activities.
- Develop and manage professional advertising campaigns.
- Act as the marketing liaison for Product Development and Operations initiatives and issues.
- Enhance and maintain the content and experience for the Training and Resources sections of the Learning Management System for sales team and customers.
- Provide strategy and oversight for global meetings and conventions.

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.
- Must be willing to travel up to 25% of the time, both domestically and internationally.
- At least three years marketing innovative products and procedures to private practice physicians.
- Excellent presentation skills.
- Excellent verbal & written and communication skills.

Send your resume to: careers@viveve.com