

## **JOB SUMMARY**

### **PRODUCT MARKETING MANAGER**

We are seeking a Product Marketing Manager who will be responsible for the management of all professional-facing marketing activities for the product line. This individual will also create and continually enhance sales tools and implement sales and marketing initiatives geared to increasing capital sales. Other duties include the following:

- Liaise with Regional Directors and Distributors on sales and professional marketing activities.
- Create and implement product launch plans in coordination with new technologies, operations, clinical and regulatory staff.
- Assist in the development, implementation and monitoring of sales/promotional tools and initiatives.
- Assist in the development and management of professional advertising campaigns.
- Maintain up-to-date, consistent and compelling messaging platform and professional facing content.
- Support the field sales training program.
- Assist in the development of content for scientific publications, podium presentations, seminars, and user group meetings.

#### **Qualified candidates must possess the following:**

- Bachelor's degree in marketing, communications, journalism or related field required.
- Minimum of five years related experience.
- Excellent communication skills require as is extensive knowledge of the medical device industry and company products.

**Send your resume to:** [careers@viveve.com](mailto:careers@viveve.com)