



Title: Marketing Communications Manager

Summit Medical, an Innovia Medical Company

Eagan, Minnesota

October 2018

Innovia Medical combines the experience and expertise of Summit Medical, Shippert Medical, Network Medical and Eagle Labs to help our medical professional partners elevate the delivery of care to improve patient outcomes. We develop products not just for our customers, but with our customers. Our collaborative approach cultivates innovative medical solutions for the global health care industry. Through excellence in design, supply chain management, manufacturing and customer service we put quality at the forefront in all aspects of our business.

Job Summary

The Marketing Communications Manager is responsible for overseeing the development, planning and implementation of communications programs to achieve marketing and sales objectives for Summit Medical and Innovia Medical. This includes leading and implementing communication programs involving print and electronic advertising, websites, email campaigns, tradeshow concept and management, and photo/video/collateral production. This role also ensures standards are maintained relative to branding, corporate logos, trademarks and product information in all communications, trade show exhibits, marketing collateral, website, print/digital advertising and other strategic communication activities.

Essential Duties and Responsibilities

- Initiate, develop and coordinate advertising and promotional programs utilizing all media and publicize the corporation's products including print, online, e-blasts, and direct mail campaigns.
- Coordinate with product managers, sales team and trade show coordinator to select, organize, plan and pack trade shows/conferences including booth set up, key messaging and display requirements.
- Manage internal staff for corporate branded collateral, including; business cards, letterhead, envelopes, stationary, brochures, product sheets, catalogs, websites and trademarks.
- Manage internal staff for package labeling, including; product labels, box graphics and information, product fact sheets and product catalogs. Work with engineers, quality and regulatory to assure regulatory compliance is met while maintaining branding standards.
- Manage outside vendors and internal staff to manage creation, production and distribution of marketing collateral and packaging.
- Collaborate with product managers in creation of marketing and/or product launch plans. Help to develop specific tools and programs that support product and marketing objectives, strategies, tactics, budgets and schedules.
- Manage internal staff for all corporate website content as well as coordinate with outside vendors.
- Overall project management to ensure execution of deliverables.
- Attend trade shows as needed.

Desired Experience & Education

- Bachelor's Degree in Marketing, Business, Communications or a related field.
- Three or more years of experience in Marketing Communications.
- Excellent written and verbal communications.
- A proven track record of delivering results on time and on budget.
- Excellent project management skills with the ability to effectively prioritize and multitask under tight deadlines.
- Strong organization skills with keen attention to detail.
- Proficient in Word, Excel and PowerPoint.
- Superior professionalism and judgement.
- Experience developing an annual marketing plan and budget.

Preferred Skills & Abilities

- Creative and innovative thinker
- Presentation skills helpful
- Positive attitude, proactive manner and "can do" mentality
- Familiar with printing methods and materials
- Resourcefulness in solving problems

Working Conditions & Physical Demands

- Regularly sit at a computer workstation
- Must be able to fulfill all requirements for cleanroom access
- Ability to lift material and product up to 55 pounds
- Indoors, desk work, manufacturing floor and controlled cleanroom environment
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions

We offer a full complement of benefits including health, dental, life insurance, 401(k) and PTO. Come work for a growing company that offers a fun, collaborative environment with work-family balance.

Qualified applicants should send their resume, cover letter and salary requirements to careers@innoviamedical.com.

EOE/Disabled/Veterans