



Title: Marketing Communications Manager

Division/Department: Marketing

Type of Position: Full Time

Summit Medical, an Innovia Medical Company

Eagan, Minnesota

November 2021

Innovia Medical combines the experience and expertise of Summit Medical, Network Medical, DTR 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 creates, implements, and oversees communications programs that effectively describe and promote Innovia Medical's products including graphics, brochures, product sheets, or other promotional products. 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, advertising and other strategic communication activities.

Essential Duties and Responsibilities

- Develop, manage and execute an annual strategic marketing and communications plan to span across all communication media (online and offline) and reach appropriate target audiences, based upon specific performance goals.
- Evaluate the success of various communication strategies and provide and implement recommendations for improvement.
- Ensure all products, services, and other offerings conform to brand identity; conduct ongoing brand management.
- Initiate, develop and coordinate advertising and promotional programs utilizing all media and public relations channels.
- Coordinate with product managers and sales team to plan, organize, and manage logistics for trade shows/conferences including booth design, key messaging and display requirements.
- Manage internal staff for collateral, including; business cards, letterhead, envelopes, stationary, brochures, product sheets, catalogs, websites and trademarks.

- Manage internal staff for product 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 internal staff and outside vendors for 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 website content as well as coordinate with outside vendors.
- Overall project management to ensure execution of deliverables.
- Perform other duties as assigned by manager or supervisor.

Experience & Education Requirements

- 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
- Knowledgeable in Adobe Creative Cloud
- Superior professionalism and judgement
- Experience developing budgets

Preferred Skills & Abilities

- Management of small to mid-sized team
- Creative and innovative thinker
- Strong presentation skills
- Positive attitude, proactive manner and "can do" mentality
- Resourcefulness in solving problems

We offer a full complement of benefits including health, dental, vision, life insurance, AFLAC, 401(k) and generous 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