



## **Title: Product Marketing Manager- ENT / Aesthetics**

**Division/Department: Marketing**

**Type of Position: Full Time**

Summit Medical, an Innovia Medical Company

Eagan, Minnesota

October 2021

Innovia Medical combines the experience and expertise of Summit Medical, Shippert 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 Product Marketing Manager for ENT / Aesthetics will manage the marketing process from gathering insights from product and consumers, to developing strategies, to executing campaigns, and measuring and optimizing results as they relate to the product category. This role will help drive understanding and awareness of our product offerings by owning consumer insights, competitive analysis, product positioning, naming, objectives, and metrics, to overall GTM strategy. In this cross-functional role, you will collaborate closely with NPD, Engineering, QA/RA, and Marketing Communications. This position will assist in ensuring all established business objectives are met.

### **Essential Duties and Responsibilities**

- Assist in the preparation of product development objectives and provides input into schedules for all phases of product development and work closely with engineering
- Develop a marketing plan for the products you support in conjunction with our Marcom team, including key activities and budgets to support the retention of existing customers and the acquisition of new customers
- Conduct market analysis to understand the competitive landscape and help establish product differentiators
- Create marketing programs (e.g. sales documentation, product videos, collateral copy, blog posts) that articulate the benefits of our products and coordinate execution with Marcom
- Develop product marketing strategies (pricing, advertising, product launching)
- Work closely with sales to develop product pricing models, key messaging, and value proposition

- Understand and support our sales channels; train them on the problems we solve for our buyers and users; develop internal tools and external collateral and teach them how and when to use it
- Act as the primary thought leader for the products you support internally & externally, including written work and speaking engagements
- Monitor all inquiries and issues for products and ensure timely resolution for same
- Gather and document Post Market Surveillance
- Contributes to the execution of the corporate marketing plan to ensure achievement of all objectives
- Manages distributor sales channel and our network to ensure sales and marketing goals are met
- Complete other projects and duties as directed by the manager

### **Experience & Education Requirements**

- Bachelor's degree or equivalent education and experience
- 1-3 Years' experience Product Management, Marketing, or Engineering
- 1-3 Years' experience in Healthcare or Medical Device – Preferably ENT and/or Aesthetics
- Excellent communication (verbal and written) and organizational skills
- Proficient in productivity applications such as Microsoft Office and Asana
- Experience in market analysis
- Ability to multi-task and handle numerous assignments simultaneously
- Written and verbal presentation skills

### **Preferred Skills & Abilities**

- Familiar with product marketing tactics (e.g. integrated marketing campaigns)
- Comfortable using collaboration and CRM tools such as Slack and Microsoft Dynamics
- Familiar with marketing automation tools such as ClickDimensions, Hubspot and Google Analytics
- Exceptional ROI-tracking skills, able to prove what is –or isn't—working
- Background in design and copywriting is a plus
- Working knowledge of medical terminology preferred
- Strong knowledge of surgical instrumentation preferred
- Working knowledge of medical terminology preferred
- Comfortable using basic tools
- Professional certificates: CRCST, CCSVP

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](mailto:careers@innoviamedical.com).