



Marketing Manager

Overview:

The Marketing Manager role is to drive the day-to-day marketing activities of the organization short long term marketing strategy.

Job Responsibilities:

- Responsible for developing marketing plans that include targeting, value proposition, key messaging, market analysis, competitive analysis, promotional planning, trade show strategy, sales tool development, digital and web strategy.
- Responsible for managing all sales training material for each product.
- Work closely with leadership to set priorities for promotional focus and efforts.
- Develop promotional launch plans for new products including key messaging, photography, videos, marketing materials, sales tools, ads, white papers and trade show strategy for important new products.
- Meet regularly with leadership to discuss priorities and timelines for product promotional assets and campaigns.
- Work with Sales Leadership to develop tools and resources to support their efforts.
- Provide creative direction on campaigns, marketing materials, sales tools, ads, etc. and communicate campaign messaging strategy regularly with leaderships.
- Support team to develop brand and/or marketing strategies.
- Assist with the development of new and existing product programs.
- Develop relationships with field sales management/ sales representatives.
- Participate in creating a strategic marketing plan.

Job Requirements:

- MUST have 2-3 years of experience in Orthopedic or Spine marketing.
- Demonstrated ability to work collaboratively and independently in a cross-functional and team orient environment.
- Demonstrated oral and written skills (both in groups and one-on-one interaction) as well as analytical skills.
- Bachelor's degree required, preferably in business or marketing.
- Knowledge of surgical orthopedics and/or spine.
- Excellent listening skills, including the ability to identify and isolate customers concerns or objections, in addition to excellent written and oral communication skills.
- Ability to travel up 20-30% a month (including weekends).
- Must be fluent and competent with Microsoft Office Suite.
- Excellent public speaking and presentation skills are required.
- Proven success in developing and executing promotional campaigns for product launches.



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- Ability to develop strategic marketing plans.
- Must have ability to work in a hand's -on, fast paced, customer focused environment.

About Biedermann Motech, Inc. (BM US):

BM US develops and manufactures cutting edge medical implant devices and instruments for trauma surgery. We work with an extensive network of engineers, surgeons and hospitals, as well as leaders in the medical device industry worldwide. Our teams develop products from the initial concept stage through the entire phases of designing, prototyping, testing and commercialization. At BM US, we strive to develop innovative technologies for medical devices that will not only meet the needs of the patients, but also improve their quality of life.

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