



<https://www.biolinek360.com/job/product-marketing-manager/>

Product Marketing Manager

Description

Title: Product Marketing Manager

Location: Silicon Valley

Reports to: Group Director

Type of role: Hybrid

Salary: 120-190K

This is a privately held, global medical device company with HQ in the Bay Area. This role will require being in site 2-3 days/week.

The Product Marketing Manager provides product and market oversight for assigned products. The position has P&L responsibility and oversees all strategic planning, pricing analysis, portfolio management, competitive market analysis, and budgeting for assigned products.

This person will work as a marketing advisor providing product and market overviews, coordination of product development activities, and in-depth business case analysis. This person will collaborate closely with downstream marketing managers, clinical marketing, marketing operations, R&D, operations, and other internal stakeholders.

Responsibilities

- Lead the design, creation, and successful execution of marketing programs & business objectives
- Be the expert of product knowledge and SME for market trends, analysis, product pricing, and promotions.
- Establish systems, programs, policies, and procedures to develop, plan and implement product launches and new distribution channels.
- Lead the upstream marketing activities on development projects. Compile user needs through surveys, clinical observation, data collection, and clinical labs.
- Lead the development of support material, advertising, and collateral tools in collaboration with the Marketing team and outside agencies. Ensure all marketing collaterals meet company-approved branding and trademark guidelines and obtain final approval from the appropriate departments.
- Provide content on marketing strategy, competitive comparison, market dynamics, sales support materials, and key marketing programs.
- Work closely with key surgeons and product development to define market and product requirements for new products and markets needed to enable key surgical procedures further and drive procedure adoption.

Qualifications

- Requires 5+ years experience in medical device marketing
- Bachelor's degree in Marketing/ Business or related field required. MBA preferred.
- Ability to travel overnight (30%) with some weekend travel within the United States and internationally.

Hiring organization

BioLink 360

Employment Type

Full-time

Job Location

San Jose, CA

Base Salary

\$ 120,000 - \$ 190,000

Date posted

January 31, 2024