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# Example of Clinical Marketing Manager Job Description

Our company is searching for experienced candidates for the position of clinical marketing manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for clinical marketing manager

* Collaborates effectively with peers and leadership across departments and can professionally interact/build relationships with FDA, IRB, and key opinion leaders
* Prepare the marketing materials and promotion strategies to support commercial teams
* Partner with Key Surgical Societies and their leadership to support the adoption of da Vinci use in colorectal procedures
* Facilitate and support key industry and/or government partnership initiatives that PacBio undertakes
* Develop medical KOLs to create a successful reference network for clinical and technical validation
* Support regional marketing to coordinate local events including major conferences and tradeshows, seminars and UGM and product launch events
* Develop the foundational data for clinical/application marketing material including promotional pieces, technical sales aids, , in conjunction with the marketing communications department
* Advise on clinical/application marketing material in conjunction with product management and marketing
* Lead the development of content for the education of therapy and cloud monitoring surrounding NIV, CompSA, and Oxygen Delivery
* Identify clinically differentiated innovations by defining specifications that meet the clinical workflow and unmet operational requirements of assigned market segments, including the development of advanced clinical decision support solutions that help enable goal-directed patient care

## Qualifications for clinical marketing manager

* Responsible for establishing the creative direction and driving within the team and all outside vendors ensuring compliance with brand guidelines and all other policies and procedures
* Solid understanding of health plan and provider interactions and recent market dynamics/trends that influence those interactions
* Experience with marketing strategy development, positioning and program execution
* Strong understanding of current healthcare market and market trends
* Strong technical/software product marketing background and comfort collaborating with engineering and product management
* Strong understanding of healthcare market and market trends