



Example of Clinical Marketing Manager Job Description

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Our company is searching for experienced candidates for the position of clinical marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for clinical marketing manager

- Define and implement Marketing plans that support growth, and facilitate the adoption of our solutions by our customers and sales force
- Work across R&D, Clinical Science, Services and Operations to develop integrated marketing stories that meet the needs of priority customer segments, tailored by market/disease
- Set price corridors and guidance for clinical applications across the various releases and define specific packages (basic, standard, premium) for advanced clinical applications and campaigns if required
- Define the claims and proof points necessary for successful adoption of the applications, and collaborate with Clinical Science team and key opinion leaders to establish claims
- Define with the Clinical Function the multi-year roadmap for disease-oriented applications
- Develop business & use cases, dedicated marketing strategies for solution adoption for the targeted segments (Radiology, CxO's, payors...)
- Conduct customer presentations, coordinated with priority customers (beta-sites, FOK sites, reference sites...) and participate to critical congresses to increase visibility
- Partners with Clinical Affairs management to develop clinical strategy
- Writes/reviews protocols, study reports, and other materials
- Works independently to implement clinical studies

- Create and drive strong linkage to other functional areas, business areas, and global colleagues, to ensure achievement of objectives with successful stakeholder management and effective resolution of issues
- 5+ years marketing within marketing and sales environment
- Experience with enterprise software marketing highly desirable
- At least M.Sc
- At least 5 years of experience in healthcare marketing, product development or related field
- Understanding of Oncology or Neurology – Strong Advantage