



# Example of Clinical Marketing Manager Job Description

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Our company is looking to fill the role of clinical marketing manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for clinical marketing manager

- Leads in the planning and execution of clinical projects while adhering to budget, scope and schedule requirements
- Responsible for the execution of a clinical trial or suite of clinical trials from protocol design to the final clinical study report
- Executes high quality, integrated cross-functional plans for the project/clinical trial
- Coordinates preparatory functions related to investigator meetings and training
- Implements strategies for enrollment to ensure timely completion of clinical studies, in alignment with department and corporate strategic objectives
- Reviews clinical publications
- Applies best practices in the development, initiation, planning, execution, control and closing of projects
- May be responsible for coordinating efforts for the trial both within the Company and through a variety of vendors
- Develops and reviews clinical SOPs
- Ensures that the Clinical Affairs management team is kept up-to-date on the project and brought in as needed

## Qualifications for clinical marketing manager

- Bachelors Degree in Business, Marketing, Engineering or Healthcare

- Overall, provide Clinical organization with strategic and executional support for downstream marketing
- Lead the execution of packaging marketing content, trade show materials and collateral that support service offerings to drive client interest and create differentiation - branding and sales materials such as whitepapers, case studies, fact sheets and webinars
- Assist in management of marketing budget internal billing
- 8+ years of senior/leadership experience developing and/or managing technology and healthcare related marketing activities
- Healthcare Marketing experience in either a Product Marketing or Product Management role