

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. 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

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