



Example of Clinical Marketing Manager Job Description

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Our growing 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

- Ensure a consistent and common clinical user experience across all elements of the connected patient monitoring system
- Help train field marketing managers and clinical application specialists on the clinical value proposition of new products/solutions by demonstrating product during launch events
- Represent internally the voice of clinical end users by spending significant time in the market gaining a deep understanding of clinical workflow, delivery of care and unmet operational requirements
- Provide ongoing and actionable feedback to the internal stakeholders (Product Management, Clinical Affairs, R&D,) to continuously enhance market adoption and new solution offerings
- Develop and maintain a clear understanding of current market, vision of expected market evolution, and implications of customer needs
- Develop and execute a marketing strategy in the assigned domain on the Minicare platform
- Define and execute a go to market strategy for the selected Markets to achieve or exceed the objectives of innovation and growth for that Market
- Works across key cross functional partners to identify key personnel responsible for representing their function on a cross-functional team responsible for podium planning and execution
- Will work with cross-functional team to gain alignment on clinical timelines

- Will present podium strategy updates to Sr

Qualifications for clinical marketing manager

- Ability to drive ideas from concept to completion through superior organizational, project management and team leadership skills
- Ability to work independently while providing updates on project status to supervisor and internal clients
- Willingness and ability to travel as required (average 2-3 days travel per month)
- Bachelor's degree (or equivalent), in a science or health-related field
- Minimum 7 years industry experience (clinical/regulatory affairs in medical devices preferred) with 4 years as a Sr CRA working in a corporate environment
- Experience with mediation and conflict management desired