

## Marketing Manager

### **JOB SUMMARY:**

A marketing generalist with strong project management, and communication skills. An individual with a proven ability to deliver effective strategies and tactics to generate results. Experienced in strategic marketing planning, branding, and product development. Adept in online and traditional marketing and highly skilled in visual communications. Lead cross-functional projects while partnering with internal teams and external agencies/partners. Work closely with Senior Leadership on various brand and communications programs.

### **MAJOR DUTIES AND RESPONSIBILITIES:**

- Lead marketing projects with external agencies, including website and graphic designers, market research, digital/social design, video production, bloggers/copywriters, public relations, and the related production and execution of promotional materials.
- Marketing management and coordinate product marketing information infrastructure, ensuring that content is up-to-date and easy to access for the entire organization.
- Design and implement digital marketing infrastructure workflows and sequences in the CRM and other integrated online platforms.
- Execute online and offline marketing initiatives, integrating online and new media, email, print, direct mail, social media, company websites, SEM/SEO strategy development, brand awareness, and drip marketing initiatives.
- Work with marketing leadership on market research initiatives inclusive of physicians, consumers, and payers.
- Work with cross-functional departments to identify training needs for Viveve University and integrated marketing initiatives.
- Interface directly with the Sales and Customer Care teams to develop and deliver appropriate sales and customer tools and programs.
- Coordinate with the OUS marketing and sales efforts, including coordinating with business partners to supply materials and translations.
- Collaborate with Quality Affairs and Regulatory Affairs to ensure all materials completed comply with FDA regulations.
- Develop and issue periodic marketing reports.
- Complete projects and tasks on time consistent with corporate objectives. Keep management informed of changes in work schedule and workload.
- Regularly recommend and implement improvements in the department.
- Support company goals and objectives, policies and procedures, Good Manufacturing Practices, and FDA/MDD regulations.

### **SKILLS/QUALIFICATIONS/COMPETENCIES:**

- Proficient MS Office, Adobe products, and CRM computer skills.
- Project management experience required.
- Strong understanding of the online and digital market with the experience to execute related strategies and tactics.
- Creative thinker, an excellent listener with complimentary verbal and written communication skills.

- Strong team attitude while being dependable and flexible.
- Detail-oriented and the ability to successfully multi-task in a fast-paced environment.

**EDUCATION REQUIREMENTS:**

- Bachelor's degree or equivalent required.

**EXPERIENCE REQUIREMENTS:**

- 5-7 years of marketing experience.

Salary range: \$75,000 - \$85,000

Viveve, Inc. is an equal opportunity employer.