



JOB DESCRIPTION – Market Development Manager (Europe)

Doc#: HR

Description	
Job Title	Market Development Manager
Reports to Title	VP International Sales
General Accountability	Executing on our core patient awareness and patient demand generation strategy, works with the Toronto based marketing team to develop and execute a regional marketing (with emphasis on social media platforms) plan designed to maximize patient demand and the clinical business case for Profound customers.
Duties and Responsibilities	<ul style="list-style-type: none"> ○ Administer our social media accounts. Be responsible for creating original text and video content, managing posts and responding to followers (patients and customers). Manage our company image in a cohesive way to achieve our marketing goals for the EU market ○ Execute our social media presence in the EU market ensuring high levels of web traffic and patient/customer engagement and demonstrating impact with reference to benchmarks and return on investment. Monitor Search Engine Optimization and web traffic metrics ○ Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news) ○ Communicate with followers, respond to queries in a timely manner and monitor patient/customer reviews ○ Oversee social media accounts’ design (e.g. Facebook timeline cover, profile pictures and blog layout) ○ Suggest and implement new features to develop brand awareness, like promotions and competitions ○ Be the regional expert in social media, design tools and applications ○ Manage tradeshows, customer workshops & peer to peer marketing development in line with corporate marketing functions ○ Own and manage regional digital and print media such webpage, brochures, flyers, articles, PPT, video etc. in line with corporate marketing functions ○ Support the EU commercial team on a day-to-day basis ○ Partner with our key centres and reference sites to coordinate their local patient awareness and referral campaigns



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Competencies	
Education	<ul style="list-style-type: none">• MBA degree preferred
Key Attributes (experience, skills and technical knowledge)	<ul style="list-style-type: none">• 5-10 years' experience in international markets with specific patient communications experience in the healthcare industry• Experience with multi-level customer interactions with clinicians, consultants, agencies etc.• Be up-to-date with the latest digital technologies and social media trends.• Have excellent communication skills and be able to express our company's views creatively• Fluent in German and English• Able to travel 40% of the time within Europe is a requirement.



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Employee Job Description Acknowledgement

I have read this job description and I completely understand all my job duties and responsibilities. I am able to perform the essential functions as outlined with or without reasonable accommodation. I understand that my job may change on a temporary or regular basis according to the needs of Profound Medical without it being specifically included in the job description. If I have any questions about job duties not specified on this description that I am asked to perform, I should discuss them with my immediate supervisor.

Employee Signature: _____

Date: _____

Employee's Name (please print):

Functional Lead Signature : _____

Date: _____

Name (please print):