

<b>Description</b>	
<b>Job Title</b>	Market Development Manager (Europe)
<b>Reports to Title</b>	VP International Sales
<b>General Accountability</b>	<p>Our mission is to Profoundly change the standard of care by creating a tomorrow where clinicians can confidently ablate tissue with precision; a tomorrow where patients have access to safe and effective treatment options, so they can quickly return to their daily lives. Changing the standard of care is part of our fabric. We are a group of energetic, problem-solvers focused on innovation, and looking to change the world. If you want to make a Profound impact with your career, here is your chance.</p> <p>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.</p>
<b>Duties and Responsibilities</b>	<ul style="list-style-type: none"> <li>• 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</li> <li>• 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</li> <li>• Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news)</li> <li>• Communicate with followers, respond to queries in a timely manner and monitor patient/customer reviews</li> <li>• Oversee social media accounts’ design (e.g. Facebook timeline cover, profile pictures and blog layout)</li> <li>• Suggest and implement new features to develop brand awareness, like promotions and competitions</li> <li>• Be the regional expert in social media, design tools and applications</li> <li>• Manage tradeshow, customer workshops &amp; peer to peer marketing development in line with corporate marketing functions</li> <li>• Own and manage regional digital and print media such webpage, brochures, flyers, articles, PPT, video etc. in</li> </ul>

	<p>line with corporate marketing functions</p> <ul style="list-style-type: none"> <li>• Support the EU commercial team on a day-to-day basis</li> <li>• Partner with our key centres and reference sites to coordinate their local patient awareness and referral campaigns</li> </ul>
<b>Competencies</b>	
<b>Education</b>	MBA degree preferred
<b>Key Attributes (experience, skills and technical knowledge)</b>	<ul style="list-style-type: none"> <li>• 5-10 years' experience in international markets with specific patient communications experience in the healthcare industry</li> <li>• Experience with multi-level customer interactions with clinicians, consultants, agencies etc.</li> <li>• Be up-to-date with the latest digital technologies and social media trends.</li> <li>• Have excellent communication skills and be able to express our company's views creatively</li> <li>• Fluent in German and English</li> <li>• Able to travel 40% of the time within Europe is a requirement.</li> </ul>