

Description	
Job Title	Physician (*) Engagement Marketing Leader <i>(* urologists, oncologists, radiologists and primary care)</i> Location: Florida, preferably Fort Myers or Tampa
Reports to Title	VP Marketing
General Accountability	<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. We are changing the paradigm for treating diseases such as prostate cancer by using real-time MR Imaging, thermal ultrasound and close-loop temperature feedback control, to gently ablate the diseased tissue with minimal side effects.</p> <p>We are looking for an extremely talented, energetic, motivated individual to join our marketing team in support of expanding and further adapting our physician engagement and recruitment program. As part of a small marketing team, you will have the opportunity for a career with meaningful purpose, to make a significant impact on the success of Profound’s Tulsa-Pro product offering, and support achievement of business results.</p> <p>As the Physician (*) Engagement Marketing Leader you will operate in both a strategic and tactical role as we build, a physician recruitment program for the advancement of our disruptive and innovative technology. You will work closely with both the VP Marketing and VP (U.S.) Sales and you will be responsible to develop national and local recruitment, education and retention programs, leveraging strategic market data analytics and physician input.</p>
Duties and Responsibilities	<p>TULSA Procedure - Physicians Engagement Program</p> <ul style="list-style-type: none"> • Collaborate with our Tulsa-Pro Procedure Centers’ executives and physicians, to drive awareness, education and recruitment. • Liaise with the Tulsa-Pro Center’s marketing teams, as well as Profound Clinical and Sales teams to ensure all customized strategies are managed and optimized. • Lead and develop event strategies that match market development objectives including Physician Webinars in collaboration with US Sales and Clinical teams • Create and manage a database of relevant physicians across the country, segmented by specialties, and identifies KOLs per segment. • Lead the creation of physician-facing sales resources, aka cases studies, financial studies, referring letters, brochures, newsletters collaterals, videos. • Work closely with clinical team to communicate relevant messaging to Physicians at national level.

	<ul style="list-style-type: none"> • Implement relevant physician messages on Website “physicians” section. • Develop physicians Social Media Strategy (LinkedIn and Twitter) • Identify opportunities for referral education at national level (ex: Grand Rounds) • Track physician journey analytics and success from Marketing campaigns to successful treatment. Monitor progress of recruitment activities, e.g. eligible physicians network around the treatment center, VA affiliation, etc. and gather KPIs for on-going optimization and value demonstration of our offering. • Monitor performance of recruitment and retention campaigns and implement strategic adjustments throughout the enrollment period • Provide strategic insight to review and refine ongoing strategies. <p>Market Analysis for Physicians Demand Marketing in US Region</p> <ul style="list-style-type: none"> • Report physicians funnel analytics nationally and per site to VP Marketing and VP Sales. • Formulate and recommend a customized Marketing plan for nation and per site. • Support Sales and Marketing teams by analyzing US markets, trends and opportunities around prostate conditions, and make recommendation on how to market to the various physicians funnels (urologists, oncologists, radiologist and referring physicians) • Work with Digital Marketing Specialist and VP Marketing to measure performance of online and offline campaigns. • Research and identify ways to build our brand and acquire new physicians and customers regionally. • Conduct competitive research and analyze benchmarking data. • Work closely with sales and marketing teams to identify disruptive initiatives to expand business opportunities. • Utilize online market research and catalog findings to databases. • Devise and evaluate methods for collecting data (Surveys, Questionnaires, Opinion Polls, SM)
Competencies	
Education	Higher level education in Marketing and/or Business required
Certifications	None

<p>Key Attributes (experience, skills and technical knowledge)</p>	<ul style="list-style-type: none"> • 5+ years’ experience in healthcare dealing with urologists, radiologists, oncologists • Experience in Medical devices, surgical or imaging • Demonstrated ability to work across various healthcare systems (Hospitals and IDNs, Imaging Centers, VA Hospital systems) • Deep understanding of physician engagement and retention strategies, methodologies, and technologies • Ability to build strong relationships and collaborate effectively with other cross functions, is sales, clinical, service and marketing. • Has cultivated and cultivates a broad network of relationships throughout clients, and affiliates. • Experience with physician reach, engagement and retention campaigns. • Be comfortable with processing and analyzing marketing data. • Excellent in person communication and writing skills, including spelling, grammar, punctuation as well as composition, editing and proofing. • Experience in Patient programs or education an asset.
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