

<i>Description</i>	
<b>Job Title</b>	Senior Manager Marketing
<b>Reports to Title</b>	CEO
<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. 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>If you share our values and want to work in a collaborative results focused culture and want to make a Profound impact in healthcare and your career, here is your chance.</p> <p>The Sr. Manager of Marketing is responsible for all aspects of direct to patient marketing, digital marketing, and brand management, developing both short-term and long-term ‘out-of-the-box’ forward thinking marketing strategies that are aligned with the Company’s objectives and priorities. Strategies should support and improve the company’s image and products, market presence, and patient recruitment.</p> <p>The Sr. Manager of Marketing partners with both the North America and European Sales leadership to drive business and brand growth through a depth and breadth of product knowledge, and market research, and focus on patient demand generation. They are a coaching mentor to the marketing team of multidisciplinary marketing professionals to foster a high level of creativity and out of the box thinking by ensuring all areas of patient marketing have integrated strategies and priorities. The position is a hands-on role that requires an always on mentality with a focus on growing brand awareness, supporting global sales objectives and deepening new and existing relationships.</p>
<b>Duties and Responsibilities</b>	<ul style="list-style-type: none"> <li>○ Manages overall marketing budget across all areas.</li> <li>○ Develops and oversees strategies in support of Marketing priorities and initiatives with a focus on patient demand generation, brand awareness and growing Profound’s digital marketing capabilities.</li> <li>○ Manages strategy and work with all external digital agencies</li> <li>○ Plans and develops Event annual strategy along with internal stakeholders (execution separate)</li> </ul>

	<ul style="list-style-type: none"> <li>○ White glove approach with external customers and patients to support brand awareness, sales activities, site marketing initiatives, and patient demand generation</li> <li>○ US, EMEA and APAC marketing support.</li> <li>○ Communicate effectively and influence all levels, internal and external stakeholders and KOLs – ensuring buy in with internal teams for cross department activities.</li> <li>○ Coaches and supports Marketing team to ensure all roles are working towards a common goal, multidisciplinary strategies are all developed and executed according to integrated objectives with clearly defined and tracked key results.</li> <li>○ Prepare and provide regular marketing reports and updates to the VP Marketing and leadership team.</li> <li>○ Profound Brand owner, ensures brand consistency across all external facing marketing or sales documentation and ensures an ongoing up to date brand guideline for Profound and all product lines.</li> <li>○ Collaborate extensively with cross functional internal teams to ensure Profound’s Marketing strategies and objectives are aligned and in support of the company’s priorities and executed to timely deadlines to support and improve the company’s image, products, market presence and patient recruitment.</li> <li>○ Sr. Manager acts as lead for external communications (including drafting press releases, sales docs etc.) and works with PR Firm to finalize and approve prior to release.</li> <li>○ Sr. Manager is owner and responsible for product design for brand consistency, including interface design on software, package design, labeling etc.</li> <li>○ Manages ownership of externally shared communication channels, including websites, video platforms, social media platforms etc.</li> <li>○ Other duties as assigned</li> <li>○ Has considerable strength in data analytics to deliver valuable insights. Makes decisions based on analysis of quality data collected. Summarize key findings and areas of opportunity and concern.</li> </ul>
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<b>Competencies</b>	
<b>Education</b>	University degree in Science or Business
<b>Certifications</b>	None

<p><b>Key Attributes (experience, skills and technical knowledge)</b></p>	<ul style="list-style-type: none"> <li>• Working understanding of all aspects of web development, including user experience and interface design, and the capabilities of standard development tools.</li> <li>• Extensive experience in all aspects of marketing, digital marketing, communication and brand management.</li> <li>• Previous Management and team coaching experience is an asset. Strong coaching and mentoring skills</li> <li>• Strong business acumen, with demonstrated success in linking strategy to results</li> <li>• (5-10 years) Experience in medical product marketing</li> <li>• Highly refined skills in strategically deploying digital/mobile channels to achieve business priorities and marketing and communications goals.</li> <li>• Knowledge of effective design strategies/techniques across print and digital channels.</li> <li>• Deep familiarity with the use of analytics to enhance and modify website performance.</li> <li>• A responsive and accountable problem solver who can work in a collaborative environment. Proven to be flexible in supporting changing business priorities with a hands-on mentality and can-do attitude</li> </ul>
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