

<i>Description</i>	
Job Title	Marketing Analyst
Reports to Title	Physician Engagement Marketing Leader
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.</p> <p>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. 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>As a Marketing Analyst, you will play a key role in the marketing department with its initiatives and programs. The position is responsible for researching and analyzing geographies for product category focus. Working closely with management, this role will support the successful implementation and delivery of strategies and initiatives, as well as the ability to work on special projects when necessary.</p>
Duties and Responsibilities	<ul style="list-style-type: none"> • Formulate and execute a plan to conduct valid and reliable market research and data analysis including identifying market sizes and locations, key sales points, health systems, healthcare facilities, medical practices, physicians, and other data • Research and analyze local, regional, and national medical markets • Devise and evaluate various methods for collecting data from healthcare providers (surveys, questionnaires, opinion polls) and report findings • Collect, interpret, and report competitive analysis data • Collect, interpret, and report physician, practice administrator/staff, and patient satisfaction findings to marketing leadership team • Interpret data, formulate reports and make recommendations to marketing leadership team to advise best ways to use provided data • Gather and analyze statistical data using modern and traditional methods to collect it • Design specific research methods such as questionnaires • Remain fully informed on market trends, other parties researches and implement best practices

	<ul style="list-style-type: none"> Analyze and research geographical areas to target for product category
Competencies	
Education	Bachelor's Degree, or equivalent
Certifications	None
Key Attributes (experience, skills and technical knowledge)	<ul style="list-style-type: none"> Candidate to reside in the greater Ft. Myers, Florida area 2-5+ years' experience in healthcare marketing or related field Possess search engines, web analytics, and business research tools acumen Excellent knowledge of databases and MS Office, including PowerPoint Strong written and verbal communication and presentation skills Knowledge of and experience with various data collection methods (polls, focus/VOC groups, surveys etc.) Receptive to constructive feedback and collaborates and works well with marketing team Must be highly organized with the ability to manage multiple projects/tasks simultaneously and effectively, prioritize projects and tasks Strong analytical and critical thinking skills Previous experience in the medical device industry or healthcare marketing preferred; knowledge of urology a plus