

Description	
Job Title	Marketing and Events Specialist
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 and Events Specialist, you will play a key role in the marketing department with its initiatives and programs. The position is responsible for driving consumer awareness and providing a consistent brand voices across all marketing activities to specific audiences. Working closely with management, this role will support the successful implementation and delivery of strategies and initiatives at national and regional conferences, as well as special projects.</p> <p>The ideal candidate must have experience in planning and executing effective marketing events. Candidate will plan and execute national and regional level events for Profound Medical. To be considered for the position, candidate must be willing and able to travel to conferences and trade shows.</p>
Duties and Responsibilities	<ul style="list-style-type: none"> • Identify and attend strategically critical, industry specific local, regional, and national conferences, trade shows, and other events • Plan, coordinate, and execute end-to-end logistics and high-quality yet budget conscience presence at local, regional, and national conferences, trade shows, and events • Work with on-site 3rd party vendors to coordinate and ensure smooth and successful results • Establish, implement and maintain project management tools for special events processes, including events calendar coordination • Track attendance and participation, manage collection of assets and contacts, and facilitate appropriate follow-up from events • Manage events budget, evaluate results against goals, and generate learnings for improvement

	<ul style="list-style-type: none"> • Assist in creating and distributing event collateral (i.e., invitations, event flyer, follow up questionnaires for attendees) • Coordinate all facets of events with sales, marketing and clinical staff to help encourage maximum attendance • Order and maintain inventory of marketing supplies, corporate collateral, and promotional items and ensure appropriate stock at events to advance brand building and support sales • Collaborate with marketing leadership to ensure successful and productive patient facing and physician facing events • Development standards and procedures for various marketing events, including establishing best practices for events • Assist marketing team with special projects and initiatives as assigned • Perform administrative office duties as required • Other duties/projects as assigned
Competencies	
Education	Bachelor's degree in business administration, marketing, communications, or a related field, or equivalent
Certifications	None

<p>Key Attributes (experience, skills and technical knowledge)</p>	<ul style="list-style-type: none"> • Candidate to reside in the Fort Myers, Florida metro area • Bachelor's degree in business administration, marketing, communications, or a related field • 1-5 years of experience in event/field marketing or project management • Excellent knowledge of databases and MS Office, including PowerPoint • Strong written and verbal communication and presentation skills • Must have strong organizational and project management skills, as well as extraordinary attention to detail • 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 • Excellent written and verbal communication skills, as well as outstanding copywriting and proofreading skills • Firm grasp on various marketing platforms, channels, and best practices, including social, digital, and email marketing • Must be a self-starter and able to independently move projects forward, prioritize tasks, and meet deadlines • Must have strong analytical skills to analyze metrics and create reports • Ability to work in a fast-paced environment in a rapidly changing environment and run multiple concurrent project demands within established timelines • Must have a high level of professionalism and creativity • 25-35% travel may be required • Previous experience in the medical device industry or healthcare marketing preferred; knowledge of urology a plus
---	---