

Marketing Communications Manager

Summary:

Support marketing, communications, advertising and tradeshow initiatives. Projects include but not limited to coordination of tradeshows, traditional and online marketing communications programs, advertising tactics, public relations, design and development of sales and tradeshow collaterals. Work with outside sales channels (representative firms, distribution partners, customers, etc.) to assist in developing the proper tools and resources to effectively promote brand and products. Have a firm sense of ownership over these functions ensuring excellence in a successful execution and demonstrate strong leadership skills. Manage budgets associated with marketing communications, advertising, tradeshows and other marketing initiatives.

As a member of a small company, you will have many responsibilities and be expected to initiate and follow through on several simultaneous and ongoing projects.

Major Responsibilities of the Position:

- Research, recommend and develop events that drive key messages, support strategy, and foster relationship-building opportunities with KOLs and other relevant audiences.
- Manage relationship with associations/organizers to maximize opportunities for the best possible booth placement and brand exposure.
- Lead the management and logistical execution of each event by working with cross functional teams to identify show objectives, strategies, and tactics.
- Develop and implement creative ideas to drive booth traffic, promote tradeshows and maximize effectiveness and ROI at all events.
- Create and distribute advance meeting memo(s) and post meeting communication providing an overview of event-specific goals, sponsorship, activities and logistical information, and results against goals set.
- Establish metrics to measure impact and success of each event, and provide timely written event summaries evaluating if objectives were met, and ROI.
- Manage and ensure the collection, timely dissemination, and follow-up of tradeshow leads, and provide in-depth reporting on lead quantity and type, follow-up time and ultimate outcome, and comprehensive sales impact analysis to Management Team.
- Manage inventory including shipments of booth properties, graphics, promotional items and marketing literature.
- Work with sales and marketing departments to develop sales and marketing communications materials including white papers, newsletters, press releases, catalogs, print ads, internet ads, data sheets, brochures, CD artwork, product packaging, etc.

Requirements:

- Bachelor Degree in Marketing or related field
- Knowledgeable about Web-based marketing tools, metrics, SEO, paid placement
- Excellent written and verbal communication skills
- B2B social media experience a plus
- Required domestic or international travel
- Ultrasound experience is a plus
- 5 – 10 years marketing experience of marketing technical products (B2B) and the ability to grasp technical concepts rapidly

Compensation:

Competitive salary commensurate with experience and qualifications, Extensive benefits package which includes Medical Benefits, Life Insurance and 401K.