



<https://appleassoc.com/job/director-of-marketing/>

## Director of Marketing

### Description

#### Director of Marketing

### Hiring organization

Apple & Associates

### Date posted

March 24, 2023

Our client, a successful and growing CMO with over 24 locations globally serving, the **Medical Device and Biotechnology Industry**, has an opening for the *Director of Marketing*! Reporting to the Chief Commercial Officer, the **Director of Marketing** is a senior role on the Commercial Leadership Team. This person will work closely with peers in Global Accounts, Technical Solutions, and Commercial development; the Director of Marketing will facilitate the development of an upstream **strategic marketing plan** and lead the execution of the downstream marketing plan globally.

**This role is 100% remote. Must live in the USA.**

### **PERKS: New employees are eligible for the following benefits effective date one!**

- Medical, dental, and vision benefits
- Company-paid life insurance and disability benefits
- Generous Paid time off and 11 paid Holidays
- 401k Plan with Company Match
- Tuition Reimbursement
- 

### **Director of Marketing Responsibilities:**

- Working with CCO and Commercial Leaders to **develop a strategic plan**, including key commercial imperatives.
- Working with the CCO to **monitor execution of strategic plan**.
- Collaboration with Cross-functional teams to evaluate new markets and capabilities for potential investment/expansion.
- Leading the Marketing Manager (**Direct Report**) in the execution of key elements of the marketing plan, such as Website, Social Media, Trade Shows and Events, etc...
- Development and monitoring of a **marketing budget** to include all downstream marketing elements (trade shows, collaterals, social media, promotions, and more).
- Development and execution of a communications and promotional plan, including a calendar of events.
- Development and execution of a strategic Public Relations plan
- Identify appropriate external partners and manage relationships

- Develop and maintain brand guidelines, including deployment of environmental branding at various sites.
- Work with marketing manager to provide ad hoc support to various functions within the company as they conduct external communications.

**Director of Marketing Skills and Requirements:**

- Bachelor's degree required, advanced degree in business, marketing, or communications is a plus
- **Experience managing the marketing function, including strategy, execution, and management of a budget within or for the Medical Device Industry**
- In-depth knowledge of the medical device industry, including technical and operational aspects associated with development and production of complex medical devices
- Demonstrated mastery of all aspects of the marketing mix
- Experience leading a team of direct reports and influencing across an organization
- Excellent verbal and written communication skills
- Ability to adapt quickly to changing conditions and priorities
- 25% travel – domestic, mostly to trade shows