

Job Description

Job Description: Marketing Manager

Primary Role:

- To manage the marketing responsibilities through the development, launch and post-launch phases of Sphere’s microanalyser based products.

Other Roles:

- Development of strong working relationships with the sales and marketing teams of Sphere’s commercialisation partners.
- Input to the development of the company marketing procedures.
- Supporting of Proxima business development activities

Tasks/Skills:

- Developing comprehensive market models for the launch and roll out of the Proxima product family.
- Development of pricing, reimbursement and healthcare economics models for Proxima
- Inputting product specifications and market requirements to the product development process
- Identification of the key clinical benefits of Proxima and collaboration with KOLs and the regulatory/clinical group in the development of studies to generate supporting clinical evidence.
- Planning and implementing Proxima PR campaign prior to partnering.
- Preparation of collateral, sales tools and promotional materials as required by commercialisation partners for Proxima and CPB products.

Personal Attributes:

- Strong written and verbal communication skills.
- Self motivated and able to organise own work.
- Team-player
- Willing to travel internationally (up to 25%).

Education:

- Degree, CIM

Experience:

- Experienced marketing professional from either a product management or marketing background with a minimum of five years experience preferably in a Medical Device company.
- Experience of the critical care environment a strong advantage.

Number	JD-036	Issue	1.0
Job Description Owner	JJ Ketchen	Issue Date	12 Dec 11