



Position Title: Marketing Manager, Marketing Communications and Public Relations

Responsibilities

- Manage the Marketing Communications and Public Relations Department. Manage the LifeVest marketing communications and public relations effort in conjunction with the Vice President of Global Marketing.
- Drive the development and execution of public relations strategies and tactical plans.
- Actively support the worldwide selling efforts, including close collaboration with the field sales force.
- Create comprehensive marketing collateral based on clinical indication driven market segments, including design and execution of messaging, promotional materials, sales tools, and proof sources.
- Drive the development and execution of the convention strategy and tactical plans. Manage layout and content for commercial website (www.zoll.lifecor.com).
- Manage promotional collateral and direct marketing supply chains, including supplier selection, competitive pricing, quality, and inventory management. Able to quickly assess situations and trade-offs and recommend appropriate course of action.
- This position will have management responsibility over department Marketing Communications and Public Relations Associates and Specialists.
- Focus and motivate team to meet objectives. Coach/player to Marketing Communications and Public Relations.

Requirements

- Prior marketing communications experience is necessary for this position.
- A bachelor's degree is required; a master's degree in business administration is preferred.
- Excellent creative, project management, strategic thinking, and problem solving skills; strong verbal and written communication skills, and well-honed interpersonal and leadership skills are required.
- Ability to effectively manage multiple projects and priorities to meet timelines.
- Independent thinking and a high level of initiative and the ability to interact well with physicians, other external customers, and internal customers are essential.
- Must be an effective team leader in a fast paced, high visibility environment.

To apply

- Send resume and cover letter in Word or PDF format to jobs@zoll.lifecor.com. Include position title in subject line.