

Pipeline Experience Associate at Medtronic, Santa Rosa

Apply here: www.medtronicclass.com.

Requisition

Category Marketing

Business CardioVascular

Division CV Endo - Marketing

Location USA-CA-Santa Rosa

Relocation N/A

Job Type Contractor

Exempt/Non-Exempt Non-Exempt

Shift First

Travel Percentage 20 - 30%

Experience Required 2 years

Education Required Bachelors Degree

Position Description

The Pipeline Communications Manager will champion branding initiatives highlighting Medtronic's commitment to innovation and development of next generation technology. In order to maintain Medtronic's market leadership position in aortic therapies, it is critical to establish strong relationships with Key Opinion Leaders (KOLs) in our field. The primary objectives of this role not only include marketing our next generation technology, but also developing physician collaboration opportunities in our technology development process.

Position Responsibilities

The objectives will be truly cross functional and broad-reaching, with a variety of duties. Some of the key tasks may include:

- ❖ Developing marketing materials which highlight future technologies
- ❖ Identifying and managing vendors to develop marketing content
- ❖ Coordinating our Endovascular Scientific Advisory Board initiatives
- ❖ Managing our next generation technology presence at conferences
- ❖ Leading global Technology Exchange programs
- ❖ Directing International Physician VIP Events
- ❖ Coordinate with pan-Medtronic branding teams to unify pipeline communications
- ❖ Work with cross-functional teams to obtain legal and regulatory approvals for marketing materials

The candidate will interact heavily with the Marketing, R&D, and Endovascular Program Management Office

Basic Qualifications

Given the challenge, diverse scope, high customer interaction of this role, the requirements are (i) a self-motivated, positive attitude, (ii) an ability to learn quickly, and (iii) a talent for forming great business relationships.

BA/BS degree with a minimum of 2 years experience is required.

Desired/Preferred Qualifications

Experience with brand marketing and public speaking is preferred. Background in medicine, science, or engineering is preferred. Past experience in marketing, finance, business development, or medical devices is a plus.

Physical Job Requirements

N/A