



Sr. Marketing Manager, LatAm and Iberia

Location: US or LATAM

COMPANY OVERVIEW

BVI® is a global ophthalmic medical device manufacturer with a mission to deliver high quality solutions and innovation for advancing eye surgery and improving the vision of patients. With nine decades of developing leading products and solutions, BVI partners with ophthalmic surgeons to improve the vision of millions of patients across the globe. Our team supports surgical teams, in more than 115 countries worldwide, either directly or through our network of trusted distributors. Our trusted brands include: Beaver® (Knives and Blades), Visitec® (Cannulas), Malosa® (Single-Use Instruments), Vitreq® (Vitreoretinal Surgical Products) and PhysIOL® (Premium Intraocular Lenses).

PURPOSE

The Sr. Marketing Manager will be responsible for the development of downstream marketing strategies and tactics to drive adoption of the current BVI's product portfolio and execute successful product launches. The incumbent must have a deep understanding of cataract surgery and the BVI product portfolio to create new customers and enhance the customer experience with existing customers. The Sr. Marketing Manager will work closely with Sales Organization (BVI Sales Team and Distributors), KOLs, Global Upstream Marketing, and Sales Training to develop downstream marketing campaigns to meet the needs of their customer and achieve the financial goals of the organization.

RESPONSIBILITIES

- Develops targeted marketing plan, collateral, and communication plan to targeted audience through various channels
- Identify new market expansion and opportunities
- Plans strategic promotional and advertising investments in Media, as well as plan activities at Trade Shows and Educational events.
- Executes and Monitors results of marketing programs within agreed budget
- Work closely with Indirect and Direct Sales Organizations to communicate and train on sales and marketing message.
- Build strong relationships with KOLs to grow the BVI Brand
- Analyze business results and impact



REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

- Excellent verbal and written communication skills- in English, Spanish and Portuguese- Native Spanish speaker preferred
- Relevant clinical and technical knowledge of ophthalmic surgical procedure, device and/or equipment market
- Strategic and critical thinking skills, developing creative solutions for the business and customers
- Advanced in Microsoft Office suite of applications. InDesign and Adobe Photoshop preferred..
- Ability to resolve complex issues with a high degree of initiative
- Ability to establish and maintain effective working relationships with coworkers, managers and customers
- Works with a high sense of urgency to meet and exceed company and customer expectations to achieve desired results
- Acts as a change agent within the organization, demonstrating flexibility as business demands change

MINIMUM REQUIRED EDUCATION AND EXPERIENCE

- Bachelor's degree in Business or related field and 5 years relevant ophthalmic sales/marketing experience; or equivalent combination of education, training and experience

PHYSICAL REQUIREMENTS

- Use a laptop
- Use a telephone and other mobile devices
- May require 30% travel.

Interested? Submit a cover letter and C.V.
to TalentAcquisition@bvimedical.com



BVI is an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability, or protected Veteran status.

The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job.

Important notice to Employment businesses/ Agencies

BVI does not accept referrals from employment businesses and/or employment agencies in respect of the vacancies posted on this site. All employment businesses/agencies are required to contact BVI's human resources department to obtain prior written authorization before referring any candidates to BVI. The obtaining of prior written authorization is a condition precedent to any agreement (verbal or written) between the employment business/ agency and BVI. In the absence of such written authorization being obtained any actions undertaken by the employment business/agency shall be deemed to have been performed without the consent or contractual agreement of BVI. BVI shall therefore not be liable for any fees arising from such actions or any fees arising from any referrals by employment businesses/agencies in respect of the vacancies posted on this site.