



Marketing Manager US

Location: Waltham (MA), US

COMPANY OVERVIEW

BVI® is refocusing the future of vision. As one of the fastest-growing, diversified surgical ophthalmic businesses in the world, our purpose-built portfolio spans more than 115 countries. We've set our sights on touching the lives of millions of patients affected by conditions such as cataracts, refractive error, glaucoma, retinal disease, and dry eye.

Unburdened by legacy or bureaucracy, we have developed our strategy around a simple concept — taking pride in delivering innovative solutions for our physicians and patients, based on their needs. We trust and empower our associates to make decisions and solve problems because collaboration drives us. Valuing agility, simplicity, and transparency, we stay committed to listening to our customers, delivering for our patients, and keeping the future in focus.

PURPOSE

The US Marketing Manager will be responsible for developing and executing marketing strategies and tactics, to grow new customers base by increasing awareness of BVI and related key category brands to meet organization business objectives.



RESPONSIBILITIES

- Develops marketing plan for US BVI portfolio, in collaboration with Upstream Marketing & Sales colleagues
- Plans strategic promotional and educational investments in trade shows and media to achieve business objectives.
- Executes and Monitors results of programs within agreed budget
- Build strong relationships with KOLs and leverage their expertise to drive brand awareness
- Manages the execution of all marketing events at trade shows and exhibitions to achieve business objectives.
- Develops strong relationships with all vendors in Americas – Media organizations, publications, meeting planners, professional organization and societies
- Negotiates with vendors and service providers for best arrangements within budget
- Monitors, review, and report on all activity and results, within agreed budget

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

- Excellent verbal and written communication skills across cross functional teams
- Strategic and critical thinking skills, developing creative solutions for the business
- Problem solve and work autonomously in a dynamic environment
- Advanced in Microsoft Office suite of applications
- Ability to develop and manage marketing plans and, budgeting
- Ability to manage multiple priorities simultaneously
- Ability to resolve complex issues with a high degree of initiative
- Ability to establish and maintain effective working relationships with coworkers, managers and customers
- Self-starter with the ability to plan and manage time to achieve desired results
- Works with a high sense of urgency to meet and exceed company and customer expectations
- 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 25% travel.

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



Beaver Visitec International 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.