



Director, Global Marketing Communications & Tradeshow

Location: US or Europe

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 Director, Global Marketing Communications & Tradeshow, is responsible for leading the creation and delivery of an integrated marketing communications & tradeshow strategy to drive BVI Marketing initiatives. This individual will manage a small team and it will be critical to set the strategy, as well as participate in global tactical execution. Collaborating with the global and downstream Marketing Leadership, this position advises and assists in the execution of efforts to elevate BVI's brand and measures and reports on the effectiveness of various projects. As an ambassador for BVI, this position is skillful and effective at building relationships internally and externally with diverse stakeholders.



RESPONSIBILITIES

- Creating advertising strategies that “bring to life” global marketing campaigns
- Collaborating with cross-functional teams -- from creative, IT and manufacturing to product marketing and legal -- to produce effective promotional collateral
- Developing and owning BVI’s promotional review and document control process, ensuring all marketing materials are finalized in accordance with the corporate and product brand guidelines
- Owning the entire process of tradeshow management: all strategic and logistical details. Working with the Sales and Marketing teams, and external vendors and stakeholders, to ensure proper coverage and presence at global conferences.
- Overseeing lifecycle management with Trademark & Legal; assess state of current materials and revise existing literature as appropriate and archive outdated versions
- Organizing launch and trade reveal activities
- Managing the advertising budget
- Producing product-related press releases
- Tracking ROI for advertising campaigns
- Coordinating and managing vendor partners
- Creating schedules and maintaining deadlines
- Managing global print house/portal
- Assisting the Marketing Team with integration of acquisitions (branding & collateral)

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Knowledge

- General knowledge of medical device business including the science, products (BVI and competitors), research and commercialization process, manufacturing, marketing, and sales.
- Knowledge of content management, campaign design and execution, go-to-market strategy, and data analytics
- General understanding of organizing and coordinating trade shows and event
- Skills
- Robust facilitation and consulting skills across a variety of people and cultures
- Strong leadership success driving large-scale, organization-wide projects and changes
- Demonstrated ability to assess and to translate business strategy into leading-edge marketing communications
- Excellent organization skills and the ability to deal independently with many issues at one time and prioritize accordingly



Abilities

- Attentive listener and communicator with absolute mastery of English language
- Learning agility to acquire/apply new practices and information in a fast-paced, constantly changing environment
- Ability to work in a complex global framework, both autonomously and within a team environment
- Aptitude to integrate divergent information and develop project plans and actions
- Ability to work effectively with cross-functional/multi-disciplined teams including but not limited to: Product Management, Commercialization, Medical Education, Sales Administration and Sales force representatives

Behaviors

- Team player with demonstrated strong interpersonal skills and ability to build effective working relationships throughout all levels of the organization
- Quickly and consistently establish rapport and collaborate effectively with internal and external stakeholders
- Works well under pressure while meeting company timelines
- Flexible and able to travel as required

MINIMUM REQUIRED EDUCATION AND EXPERIENCE

- BA/BS degree in Advertising, Marketing, Public Relations, Communications or related field
- 7 years of experience in a Global Marketing Communications or Product Management role developing content and implementing campaigns related to medical devices
- 5 years of management experience in marketing or marketing communications with a team of direct reports



PHYSICAL REQUIREMENTS

- Extensive use of keyboard requiring repetitive motion of fingers.
- Extensive use of telephone, video, and face-to-face communication requiring accurate perception of speech.
- Regular sitting for extended periods of time.
- Regular standing for extended periods of time.

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



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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.