



Marketing Manager, UK, Ireland & Nordics

Location: UK

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 Marketing Manager will be responsible for developing and maintaining marketing strategies to meet organization business objectives. The incumbent is responsible for effective development and management of a strategic marketing plan, advertising, promotional/trade show activities of the organization across sales and marketing channels for key BVI core product categories. The Marketing Manager will work closely with Sales Organisation, 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 Education events.
- Executes and Monitors results of marketing programs within agreed budget
- Work closely with Indirect and Direct Sales Organisations to communicate and train on sales and marketing message.
- Build strong relationships with KOLs to grow the BVI Brand
- Conducts customer research, analyses current market conditions, and reports competitor information
- Analyses business results and impact

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

- Relevant clinical and technical knowledge of ophthalmic surgical procedure, device and/or equipment market
- Excellent verbal and written communication skills
- Native English speaker; an additional European language is highly desirable
- Strategic and critical thinking skills, developing creative solutions for the business and customers
- Advanced in Microsoft Office suite of applications
- Experience with Salesforce, PowerBI, Adobe Creative Suite highly desirable
- Ability to develop and manage marketing plans, including budgeting and forecasting
- 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
- Works with a high sense of urgency to meet and exceed company and customer expectations
- Acts as a change agent within the organisation, demonstrating flexibility as business demands change
- Full, clean driving license
- Flexibility to travel at least 20%.



MINIMUM REQUIRED EDUCATION AND EXPERIENCE

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

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.