

<b>Job Title:</b> Marketing Director	
<b>Department:</b> Sales/Marketing	<b>Reports to:</b> VP, Sales and Marketing
<b>Regional Office Location:</b> Must live in and be able to work out of an office that is within the defined territory, include Pittsburgh, Philadelphia, Boston, and Minneapolis	

**Job Summary**

Regulatory and Quality Solutions LLC (R&Q) is seeking an experienced, high caliber Marketing Director. The marketing director will have primary marketing responsibility and ownership which requires developing strategic and tactical marketing plans that will drive brand recognition and produce maximum results in enabling sales and expanding our reach in targeted regions. Responsible for developing market opportunities and enabling sales execution via a variety of channels. The marketing director owns the development of marketing strategies to drive growth and differentiate R&Q in the marketplace. Prepares and executes multi-channel marketing strategies in support of accelerating sales. Engages strategically with the marketing manager, sales team and key customers to grow the R&Q brand, advance market development and enable sales. Experience with website search engine optimization. Defines, tracks, and reports metrics to track performance and return on investment. Cultivates strong relationships with industry leaders, professional organizations, and other external customers. Sets goals, ensures that they are met, and is responsible for continuous process improvement.

**Primary Responsibilities**

- Lead all marketing efforts for R&Q that tell the R&Q story, including tailored marketing plans per region, marketing communication, marketing campaigns, and social media plans.
- Responsible for creating a comprehensive market strategy with tactical action plans to help grow current markets and penetrate new regions addressing R&Q’s short-term and long-term strategic goals.
- Identify and develop marketing plans to expand new business opportunities.
- Direct the marketing function to ensure efficiency, quality, optimization, and cost-effective management of resources.
- Creates the marketing plans and events in each of the territories and ensures participation/support from the appropriate team members.
- Identify and research opportunities within new and existing regions to maximize R&Q’s reach and grow market share.
- Build and maintain strategic relationships within the medical device industry, professional organizations, and external industry experts.
- Research and stay current with anticipated market changes and set plans for R&Q to quickly respond to new developments and trends in the industry.
- Manage the annual marketing budget, organize the department’s various activities, and measure the efforts to ensure maximum ROI.
- Evaluate and select external partners in order to develop impactful long-term relationships and partnerships.



the **and** means more

<ul style="list-style-type: none"> <li>From a high level, approach marketing from an analytical <i>and</i> creative way, understanding the science of technology, data, and analytics; and the art of branding, design, and content.</li> </ul>	
<p><b>Education/Work Experience</b></p>	<ul style="list-style-type: none"> <li>Bachelor level degree in marketing or related field required; advanced degree preferred.</li> <li>7+ years of progressive marketing experience.</li> <li>Candidates with medical device, pharmaceutical, or biotech industry experience highly preferred.</li> <li>Experience leading and managing partner relationship programs.</li> <li>Has successfully developed national conference and tradeshow plans with proven results validating return on investment.</li> <li>Has developed and lead speaker's bureau programs.</li> <li>Experience with website search engine optimization.</li> <li>Referral management and reference management experience.</li> </ul>
<p><b>Behaviors</b></p>	<p>Action-Oriented          Approachable          Building effective teams          Business Acumen          Career Ambition          Composure          Courage          Customer Focus          Decision Quality          Informing, Integrity &amp; Trust          Interpersonal Savvy          Planning</p>
<p><b>Requirements</b></p>	<ul style="list-style-type: none"> <li>Must live within the defined territory; Pittsburgh preferred. Minneapolis or Boston acceptable.</li> <li>Leadership skills required.</li> <li>Exposure to working in or with a start-up organization or management consulting group preferred.</li> <li>Strong business acumen, with the ability to think strategically and respond appropriately to customer needs.</li> <li>Project management and creative leadership skills including the demonstrated ability to lead multiple, simultaneous projects to resolve issues and achieve results in a timely and effective manner.</li> <li>High performance orientation, a detail orientation, and strong organization skills.</li> <li>Excellent interpersonal, communication and influencing skills as well as experience working collaboratively with clients, employees, and outsiders.</li> <li>Ability to communicate and interact with officials at all levels of industry and to work effectively with a wide range of stakeholders in a diverse community.</li> </ul>



the **and** means more

	<ul style="list-style-type: none"> <li>• Ability to develop and deliver presentations, as well as professional written, verbal communication, and interpersonal skills</li> <li>• Ability to motivate teams and simultaneously manage several projects.</li> <li>• Recruit, train, supervise, and evaluate department staff.</li> <li>• Medical device industry relationships required.</li> <li>• Requires willingness to work a flexible schedule and travel at least 25% of the time with spikes as required to ensure customer satisfaction.</li> </ul>
<b>Supervisory Responsibilities</b>	This position will manage direct reports.
<b>Work Environment/Physical Demands</b>	This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers and filing cabinets. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. The employee is occasionally required to sit; climb or balance; and stoop, kneel, crouch or crawl. The employee must frequently lift or move objects up to 10 pounds and occasionally lift or move objects up to 25 pounds.

*Other Duties: Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.*