

Director of Marketing

Job description

Flowonix Medical Inc., headquartered in Mt. Olive, New Jersey, is working with healthcare professionals to help ease suffering associated with chronic pain and movement disorders, enabling patients to enhance their lives through innovation and therapy advancements. Our goal is to become the leading implantable drug delivery company in the world. Founded in 2005, Flowonix markets the Prometra II implantable programmable drug delivery system, subject to multiple patents, and is working closely with physicians to improve the capabilities of implantable drug delivery and expand the indications for its use.

Our success has been a direct result of the talent, skills, and persistence of our people. We're currently looking for qualified candidates to join our team.

The Director of Marketing will drive downstream execution for currently available and next generation products. Downstream management includes developing and executing launch plans, promotional plans, positioning and messaging, marketing collateral, sales tools, and patient education materials. The Director of Marketing will also be responsible for the development and execution of Market Development initiatives that increase the awareness of Intrathecal Drug Delivery among patients and referring physicians.

The Director of Marketing will have significant interaction with the field-based sales force and must work collaboratively to create plans and ensure that customer targeting, sales tools, market awareness and conversion programs are well executed and impactful.

Responsibilities Include

- Drive downstream execution in the US and select International markets. Help develop downstream activities and execute agreed upon marketing plan in conjunction and consultation with Sales and the rest of the Marketing team.
- Promote and maintain the Flowonix and Prometra II brand. Produce marketing collateral and tools including brochures, sales tools, training materials, etc.
- Drive understanding of patient & clinician insights within the therapy, including patient and referring physician behavior
- Assess methods to creatively drive awareness among the referring physicians and patients
- Coordinate with internal partners and external vendors to create and execute integrated awareness, conversion and referral strategies and programs
- Promote and utilize analytic methods to establish/evaluate all related activities, including analysis and recommendation of new opportunities.
- Identify and maintain strong relationships with key opinion leaders and key customers.
- Foster relationships and collaboration with key customers to ensure that patient and referring physician programs drive adoption of Prometra II
- Assist in training the sales reps and customers on product and market knowledge.
- Ensure that all marketing activities conform to company guidelines and local laws.
- Other duties as assigned.

Qualifications

- MBA from a top-tier school a plus
- Background in brand or consumer marketing, management consulting, and healthcare a plus.

Primary Location

Remote but may need to report into the Mt. Olive, New Jersey or Mansfield, MA offices

Schedule

Full-time

Ideal Candidates Will Have

- Downstream marketing and market development experience
- Strong team player who can incorporate input from others and can generate consensus through inclusion.
- Must be able to thrive in a fast-paced and dynamic work environment.
- Ability to speak up when important information or questions must be raised and takes action when issues must be addressed.
- Strong thinker and creative thinker who is intellectually curious.
- Sound decision-making capabilities.
- Good organizational skills and ability to meet tight deadlines in an environment of competing priorities. Ability to routinely work on multiple tasks with multiple people while effectively prioritizing.
- Ability to develop strong relationships with customers, clinical & sales partners.
- Excellent interpersonal, communication and negotiation skills for a wide variety of audiences, including sales & marketing leadership
- Advanced skills with Microsoft Office Applications (Word, Excel, PowerPoint, Outlook) and ADOBE Applications (InDesign, Photoshop, Illustrator) a plus

Travel Requirements

20% Domestic Travel

Flowonix Medical, Inc. is an Equal Opportunity Employer. We invite you to visit us at www.flowonix.com to learn more about our company and our career opportunities.