

**Company:** LIGHTMED CORPORATION

**Job Title:** DOWNSTREAM MARKETING MANAGER – PART TIME (50%)

**Department:** MARKETING

**Reports to:** DIRECTOR OF GLOBAL MARKETING

**Company Overview:**

LIGHTMED CORPORATION is a medical device and technology company focused on developing, manufacturing and marketing a full spectrum of innovative laser systems for the ophthalmic market. Our product suite includes advanced solutions for cataract, glaucoma, corneal, and retinal diseases.

We have been in business since 1997 with our own R&D and manufacturing facility. All of our products are backed by an industry leading warranty and are guaranteed with proactive routine inspections through our sales and service centers located worldwide.

LIGHTMED provides a relaxed and “family-oriented” work environment with progressive advancement opportunities and a potential for international travel experience.

**Job Objective:**

We are looking for an enthusiastic Downstream Marketing Manager with strong acumen and communication skills. This person will drive campaign strategy and execution to increase product sales and brand awareness in the USA and globally.

The Downstream Marketing Manager will work closely with cross-functional team members. The position has both a strategic and tactical responsibility to support corporate revenue goals and downstream marketing objectives.

This person shall present a proven ability to deliver effective strategies to achieve mutually established business KPIs (Key Performance Indicators), and must be experienced in strategic marketing planning, branding, and product development.

The Downstream Marketing Manager will be based out of our LIGHTMED office in San Clemente, CA and will be expected to work 5 hours per day.

**Main Duties and Responsibilities:**

- Manage Direct to Market (Patient, Physician & Distributor) programs, including developing educational tools, measuring ROI, and leveraging social media to drive awareness.

- Develop and implement lifecycle maintenance campaigns for key products, including analyzing market research and sales analytics, brainstorming messaging, developing sales tools, identifying and mitigating competitive threats, and creating best in class marketing/PR initiatives to drive sales.
- Create and refine educational/training programs for customers and sales team that incorporate a variety of media formats including live forums, web based programs, tablet friendly training tools, white papers, case studies, physician & patient testimonials, etc.
- Partner with sales team to define and implement effective targeting, develop physician champions, and gather input to drive product improvements and marketing decisions.
- Develop and execute on publication and podium strategy to support product awareness.
- Work closely and effectively with internal team, sales team, key opinion leaders, and physician customers to identify and/or evolve downstream marketing and program opportunities.
- Coordinate, attend and support company activities at relevant scientific and technical meetings and conferences.
- Work as part of cross-functional team (clinical, sales, marketing, manufacturing, R&D) in order to meet business objectives; manage all projects within specified budget and timeline.
- Remain current on domestic and international market dynamics and competitive developments.
- Implement marketing and advertising campaigns by assembling and analyzing sales forecasts; preparing marketing and advertising strategies, plans, and objectives; planning and organizing promotional presentations; updating calendars.
- Track product line sales and costs by analyzing and entering sales, expense, and new business data.
- Keep promotional materials ready by coordinating requirements with graphic designers; maintaining stock inventory; placing orders; verifying receipt.
- Support sales staff by providing sales data, market trends, forecasts, account analyses, new product information; relaying customer services requests.
- Research competitive products by identifying and evaluating product characteristics, market share, pricing, and advertising; maintain research databases.
- Coordinate meetings and trade shows with relevant Regional Sales Managers by identifying, assembling, and coordinating requirements; establishing contacts; developing schedules and assignments; coordinating mailing lists.
- Accomplish organization goals by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job.

## **Expected Competencies & Qualifications:**

- BA/BS degree preferred.
- Minimum 5 years' experience in product marketing (including lifecycle maintenance campaigns), communications program management, domestic and international marketing, direct to patient & physician marketing, or combination with sales.
- Experience in medical device marketing is required, preferably in a start-up environment. Experience with ophthalmology marketing is desired.
- Strong aptitude for determining the optimal way to position products in the market.
- Communication, relationship-building, and project management skills are critical to success.
- Proven ability to successfully manage multiple projects in a dynamic environment with a sense of urgency.
- Willingness to "team work" to perform at all levels and assist in areas outside of core responsibilities.
- Strong strategic thinking and analytical skills.
- Excellent written, oral, and presentation communications skills.
- A self-starter with an entrepreneurial spirit is required.
- 10% Travel required.

The position offers a great work environment with growth opportunities.

- A competitive salary
- An incentive program based on KPIs that drive our business
- Travel: 10% domestic

Job Type: Part-time

Salary Requirements: Please submit your resume along with your salary requirements to [careers@lightmed.com](mailto:careers@lightmed.com).