

ReCor Medical

Ultrasound Denervation Therapies

Director, Marketing Communications

Department: Marketing

Reporting to: VP, Marketing

Location: Palo Alto, CA

About ReCor Medical

ReCor Medical, headquartered in Palo Alto, CA, is an innovative medical technology company focused on transforming the management of hypertension, the leading cardiovascular risk factor in the world. ReCor has pioneered the innovative, minimally invasive use of ultrasound in renal denervation to lower blood pressure in patients with hypertension. The company is focused on investing in high quality product development efforts, as well as rigorous clinical studies to create a strong foundation for future clinical adoption.

ReCor Medical is a wholly-owned subsidiary of Otsuka Medical Devices Co., Ltd. Otsuka Medical Devices focuses on the global development and commercialization of endovascular therapies that provide new therapeutic options in areas where patient needs cannot be met through pharmaceutical treatment. Otsuka Medical Devices Co., Ltd. is a subsidiary of Otsuka Holdings Co., Ltd., a leading global healthcare group listed on the Tokyo Stock Exchange (JP 4578). With operations in pharmaceuticals, nutraceuticals, medical devices and other health-related businesses, the group generated worldwide sales of app. US\$13 billion in the fiscal year ended December 2019 and has a market capitalization of app. US\$25 billion.

<http://www.ond.otsuka.com/en/> <http://www.otsuka.com/en/>

Position Summary

Responsibilities and Duties

- Design and drive ReCor's comprehensive marketing communications strategy in relation to the therapy and the Paradise Ultrasound Renal Denervation System
- Develop and execute external public relations strategy to establish corporate brand identity in the global medical device marketplace
- Create corporate communications for global product launches/filings, key clinical data, and market awareness programs to support regional needs
- Manage branding, messaging, positioning based on market, customer, and competitive insights
- Set vision for global multichannel marketing, including recommending new channels to create competitive advantage

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- Advise Marketing team on the creation of marketing and sales tools based on communication best practices
- Identify education and customer engagement opportunities to increase ReCor perception and value
- Partner on conference management efforts to optimize the awareness of ReCor and our brands at trade show events
- Craft and execute social media strategy
- Oversee PR and branding agencies and/or external vendors as needed
- Identify and track KOLs and Influencers, focusing on their preferences, content interests, and reach to tailor potential engagement and advocacy program components accordingly

Requirements

- Bachelors Degree in Business, Marketing, Communications or related field
- 10+ years experience working in Healthcare (medical device/biotech), with at least 5+ years of multi-channel program/campaign design and oversight experience
- Ability to operate in a rapidly growing 'start-up' environment
- Excellent professional writing, communication and project management skills
- Strong experience in developing compelling content for product communications and developing key positioning, messaging, toolkits
- Ability to manage high profile customer relationships
- Position will require some travel (~20%) to oversee execution of events in the US and EU

Nice to Haves:

- MBA
- Additional European language(s)
- Oversees work experience

Equal Employment Opportunity

At ReCor Medical, we value bringing together individuals from diverse backgrounds to develop new and innovative solutions for patients. As an equal opportunity employer we do not discriminate on the basis of race, color, religion, national origin, age, sex (including pregnancy), physical or mental disability, medical condition, genetic information gender identity or expression, sexual orientation, marital status, protected veteran status, or any other legally protected characteristic.

E-mail resume to HR: Careers@recormedical.com