

ReCor Medical

Ultrasound Denervation Therapies

Marketing Manager

Department: Marketing

Reporting to: Director, Hypertension Marketing

Location: Palo Alto

About ReCor Medical

At ReCor Medical, we are pioneering Ultrasound Renal Denervation (uRDN) therapy to treat hypertension, the leading cardiovascular risk factor in the world. With our Paradise™ uRDN System, we're on a mission to provide the millions of people who suffer from hypertension with a non-drug and minimally invasive option to lower their blood pressure safely and effectively. Join us on our journey and make a meaningful impact on the lives of people around the globe.

Position Summary

ReCor is looking for a motivated and driven Global Marketing Manager, Downstream Marketing, who will play a key role in our new and exciting commercialization journey. The primary focus of this role would be to lead a broad range of global marketing strategies and initiatives to develop the new RDN market. The Marketing Manager will report to the Director of Marketing and will be asked to deliver on the following job responsibilities:

Responsibilities and Duties

- Lead and execute a go-to-market strategy for the Paradise Ultrasound RDN system for key markets.
- Provide downstream sales and commercial support and oversee regional execution of global marketing plans and goals.
- Develop and execute therapy development programs to drive therapy adoption by collaborating with regional and cross functional teams.
- Track product performance, capture customer feedback and report back to upstream marketing and R&D team.
- Lead and manage communication strategies for clinical evidence dissemination. Develop key messages from complex clinical and scientific data and drive sales training efforts.
- Identify high impact channels to disseminate clinical and technical messages.
- Lead the creation of customer-facing collateral and all commercial enablement tools.
- Work with upstream marketing to analyze qualitative and quantitative data to track market and competitive trends and pivot strategic direction when necessary.
- Collaborate with other departments such as Regional Sales, Regional Marketing, Medical Education, Training, and Regulatory Affairs to maximize the impact of various marketing programs.
- Maintain a thorough knowledge of the hypertension market including industry trends, clinical data and emerging areas of opportunities.

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Requirements

- 5+ years' experience working in marketing or sales role in Medical Devices.
- Ability to operate in a rapidly growing 'start-up' environment.
- Strong program and project management skills.
- Ability to effectively coordinate cross-functionally to deliver products on time and on budget.
- Strong communication and collaboration skills.

Nice to Haves:

- MBA degree.
- Clinical and/or downstream marketing experiences
- Additional European language(s).
- Knowledge and experience in the interventional cardiology field.
- International work experience.

Salary Range: \$150K - \$176K (Commensurate with experience, skills, education and training)

COVID-19 vaccination requirements

At ReCor Medical, we care, we collaborate, we challenge, and we create. Pursuant to these core values, we are focused on the health and safety of our employees, as well as the teamwork essential for innovation of our pioneering technology.

COVID19 vaccines are required for all ReCor US office employees effective June 10, 2021, as well as all new US office employees joining our company. Fully vaccinated persons are those who are ≥ 14 days post-completion of the recommended series of an FDA-authorized COVID-19 vaccine.

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.