

ReCor Medical

Ultrasound Denervation Therapies

Marketing Communications Specialist

Department: Marketing

Reporting to: Director, Marketing Communications

Location: Palo Alto

Workplace type: Hybrid

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. Join us on our journey and make a meaningful impact on the lives of people around the globe.

Position Summary

ReCor is seeking a creative, adaptable, and collaborative Marketing Communications Specialist to join our growing team. In this role, you will wear many hats and have the chance to stretch yourself in a rapidly growing “start-up” environment. Primary responsibilities include stewarding our brand, supporting integrated marketing strategies and tactics across channels, managing the approval and distribution of marketing materials, and driving our social media marketing content development. We want you to help take our MarComm function to the next level – bring your ideas, push for change, develop best practices. You'll report to the Director of Marketing Communications and be part of a close-knit marketing team. If you are interested in helping us build our brand and raise awareness of our groundbreaking therapy, we'd love to meet you.

Responsibilities and Duties

- Digital Marketing: Contribute to digital marketing content development (beyond social) including website, SEO, SEM, email, and online advertising.
- Print Marketing: Support global marketing team with creation and refinement of printed materials, including brochures, summary sheets, newsletters, etc.
- Social Media: Develop plans, prioritize platforms, and build and manage campaigns aligned with our marketing goals.
- Brand Identity: Act as steward of the brand, including development and enforcement of guidelines globally.
- Agency Management: Act as day-to-day liaison with creative and communications agencies.
- Marketing Operations: Manage approval, deployment and life cycle of marketing materials through digital asset management and marketing operations management platform(s).
- Performance: Identify and track against key performance indicators to ensure peak performance.
- 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 in marketing communications, digital marketing, social media, product marketing or sales role in the medical device industry.
- Ability to operate in a rapidly growing 'start-up' environment.
- Exemplary written and verbal communication skills.
- Excellent attention to detail.
- Working knowledge of social media platforms and social media tools.
- Strong program and project management skills.
- Ability to effectively coordinate cross-functionally to deliver projects on time and on budget.
- Fluent in English.
- Ability to travel 10-20%.

Nice to Haves:

- MBA degree.
- Experience with marketing automation, CRM and CMS systems.
- Additional European language(s).
- Knowledge and experience in the interventional cardiology field.
- International work experience.

Salary range: \$110K - \$125K (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.