



**Merz Canada**

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**Job Title:** Senior Marketing Manager

**Reports to:** Associate Director of Marketing, Aesthetics

**Summary:** The Senior Marketing Manager is responsible for the development and execution of marketing strategies and tactics for their channel and brands while managing budgets appropriately. This role will be accountable for developing communication programs along sales and promotional tools to drive overall sales performance for the Organization.

#### **Job Responsibilities:**

- Develop, manage and execute the overall marketing strategy for assigned channel and meet brand business objectives
  - Develop communication programs and sales and promotional tools and to drive account acquisition at the field level
  - Develop and execute trainings for the sales team (including development of training materials)
  - Collaborate with internal promotional approval processes for material development, working with PRC team
  - Project management of tactics with external agencies, graphic designers and printers
  - Present at various meeting as required (POA, Senior management, corporate workshops, as required)
  - Conducts or manage key analysis to drive account acquisition
  - Analyze return on investment on activities to learn best practices and implement opportunities for improvement
  - Budget management for allocated projects and overall channel budget
- Brand expert on assigned brands
- Ongoing liaison and leadership in providing key messages and strategy to field team. Analyze market insights and feedback from field work withs, field reports and respond accordingly
- Collaborate as needed, locally and internationally with various functional areas such as sales, marketing, medical, customer service, finance, QA/RA, corporate communications to ensure yearly objectives are developed and met (ie. 1 year, 3 year and long range plans)
- A minimum of 1 field work opportunity per quarter is required.
- Other duties may be assigned

#### **Key Competencies and Qualifications:**

- Minimum 7-10 years of marketing experience, ideally in Aesthetics/Medical Devices/Pharmaceutical or health-related consumer packaged goods
- Minimum 2 years of marketing in Aesthetic or Medical Device Marketing
- Proven and documented track record of marketing success including product launch experience
- 1 year of professional sales experience in the pharmaceutical or related field is preferred
- Ability to translate complex scientific/technical content and complex problems into effective marketing strategies and tactics
- Individual must have excellent interpersonal and oral/written communication skills
- Analytical, and solution oriented

- Ability to prioritize and multi-task effectively
- Bachelor's Degree required
- Skilled in MS Office
- Valid Driver's License, travel ~20%
- Bilingualism is an asset

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