

## Job Outline

<b>Position Title:</b>	Director of Marketing, Americas	<b>Department &amp; Cost Center:</b>	Marketing
<b>Reports to:</b>	Director of Global Marketing	<b>Location:</b>	New York

<b>Position Overview</b>
<b>Define position overview.</b> What would you tell someone if asked “What do you do”? – write one or two sentence description or bullet points to describe what the role encompasses. Use easy to understand language and terminology and be as specific as possible.
<ul style="list-style-type: none"> <li>• The coordination of marketing activities, strategies and initiatives in the Americas for all markets and product portfolios in line with the Americas (and Regions) Ambition to Action Plan.</li> <li>• Work as a key member and stakeholder in the Americas Executive Management team supporting transparency across teams and good cross functional collaboration.</li> <li>• Create and maintain relationships with key alliance partners.</li> <li>• Work in a strategic setting to initiate, develop and act on plans to increase sales and market share.</li> <li>• High degree of collaboration and cooperation with global marketing and business unit colleagues.</li> </ul>
<b>Position Holder is Accountable For:</b>
<b>Define accountabilities.</b> Accountability is being answerable for the result. List the key areas, projects, implementations or applications that the individual is solely accountable for or has the primary decision-making authority. The purpose for defining these accountabilities is to clarify what the employee is accountable for and to agree exactly on the scope of authority. Accountabilities may not be applicable for all roles.
<ul style="list-style-type: none"> <li>• Management of the day-to-day activities of the Americas marketing team. Directs, supervises and approves the prioritization of activities in partnership with the Director Global Marketing.</li> <li>• Implementation of the Americas Ambition to Action Plan as it relates to marketing and portfolio development activities.</li> <li>• Activities to meet revenue, GP, and NIO goals</li> <li>• Leadership and Organizational development of the Marketing Team.</li> <li>• Management of operational expenses at or below budget.</li> </ul>
<b>Responsibilities:</b>
<b>Describe primary responsibilities.</b> The Responsibilities describe the most important and frequent actions that are taken by the employee in support of their role. These activities should represent approximately 80% of the time spent on the job. The intention is to provide a concise overview of the job, not to provide “how to” or “step-by-step” details.

- **Customer Accountability & Relationship Management** - Provide quality service to Laerdal's internal and external customers in all assigned tasks, while upholding Laerdal Values at all times, including:
  - Management of key relationships with customers and strategic partners
  - Interface with the Field and Inside Sales, Corporate Accounts and Customer Service teams to assist in the development of key accounts and clinical relationships.
  
- **Customer Insights** - Develop and maintain understanding of client needs and business requirements. Apply these insights in solution development and management, product marketing strategies, and Go To Market and marketing communications.
  - Identifies engagement initiatives based on research and analysis and recommends campaign enhancements that positively impact performance.
  
- **Competitive Intelligence** - Develop and maintain understanding of competitors' product portfolio; evaluate features and benefits relative to Laerdal's offerings. Incorporate insights in marketing communications.
  - Research market trends, local competitor positioning and opportunities to help generate pipeline activity and support portfolio campaign goals.
  
- **Product Marketing** - Develop value propositions and positioning for solution offerings. Work with Director of Global Marketing to develop marketing strategies; establish promotion strategy for articulating product value proposition to market and clients.
  - Work collaboratively across Sales, Marketing and Product Management teams to create and drive a consistent, compelling, and differentiated product message to the market.
  - Manage team on development of local go-to-market plans & then work cross-functionally to ensure streamlined execution.
  - Drive overall product marketing strategy.
  
- **Business Planning** - Develop and implement Business/Marketing Plans for assigned products and target market segments including:
  - Definition and detailed understanding of market segments and needs
  - Understanding of product portfolio fit for the market and identification of any gaps.
  - Development of the Americas marketing mix for each part of the product portfolio – including a clear strategy for positioning, price, placement, product and promotion within the direction set by the Sales, Marketing and Services Business Unit
  - Coordination of primary and support team effort to accomplish objectives
  - Use of communication skills to keep team members, appropriate team leaders and group leaders informed of progress/challenges.
  
- **Portfolio Management** - Undertake the management of the product portfolio for the Americas, and where appropriate for the product group activities for the Sales, Marketing and Services Business Unit including:
  - Coordination of product launches and introductions
  - Management and coordination of agreed strategic projects
  - Understanding market developments and proposing appropriate responses
  - Understanding of how to fit the portfolio to market expectations
  - Collection and coordination of local market intelligence
  - Coordinate with the Regional Portfolio Directors in the analysis of incoming data regarding market trends in the portfolio

- **Marketing Communications and Event Management**

- Ensures all marketing communications and Events are coordinated, support marketing plan objectives and are an effective expenditure of resources.

- **Reports and Administration** - Prepare and submit in a timely manner, and with high quality, all required reports and other administrative tasks, including:

- Annual Marketing/Business Plans
- Quarterly business reports
- Special reports as assigned
- Monthly Sales & Marketing summary, including Gross Profit and Expenses analysis
- Provide transparency to the broader organization into the drivers and status of product development and launch activities
- Feedback of special sales & marketing activities and new product performance to evaluate corporate success criteria
- Expense reports
- Ensure performance management and development of direct reports, while ensuring corporate HR policies and procedures are consistently practiced.

**Desired Background/Experience**

- The Marketing Director must have an understanding of product marketing fundamentals and B2B marketing.
- Demonstrated success utilizing modern marketing technology and tools, digital advertising and communications platforms, marketing automation/CRM, social media, media relations, content creation, and website management.
- Experience in managing integrated marketing programs and multiple, complex priorities.
- A collaborative style, which engenders the respect of others and can be best described as a leader, mentor, and a coach.
- Bachelors in marketing or business-related degree. Masters in marketing/MBA preferred.
- Pragmatic Marketing Foundations, Market and Launch courses; Content Marketing fundamentals, preferred.
- Six plus years B2B product marketing experience required.
- Experience in marketing to healthcare market a plus.
- Preferably managed teams or cross-functional teams.

Ability to travel nationally and internationally approximately 25% of the time