

Global Product Marketing Manager - Laerdal Medical

Company: Laerdal Medical
Wappinger Falls, NY

The Company

Laerdal Medical is an international market leader in training and therapy products for emergency medicine and critical care. Our products and services are used by hospitals, ambulance services, first aid organizations, educational institutions and others around the world. We are a dynamic and energetic organization consisting of people from a wide variety of cultures and backgrounds. By 2020, we have a goal of helping save 500,000 more lives. Every year.

At its core, marketing at Laerdal is driven by mission and impact. We approach marketing in a way that centres around helping our customers succeed through: improving patient safety and reducing risk, improving training efficiency and competency, and enhancing the educational environment.

The Job

As a Global Product Marketing Manager, you will be the portfolio evangelist and will play an integral role in supporting marketing related execution of product launches and bridging communication between global and local countries. This dynamic individual will collaborate across cross-functional teams to contribute to the overall growth of the global business related to the overall portfolio oversight responsibility.

Some of the key responsibilities for the position will be:

- High level strategic insights into customers and segments
- Establish deep market and customer unmet needs expertise across key markets
- Work closely with region/country marketing teams to develop go-to market strategies and improve marketing execution
- Own marketing contribution to global product launch plans
- Develop foundational above market toolkits and materials to support consistent, aligned, and on-brand promotion across the portfolio
- Lead/support market research and analyses
- Serves as region marketing liaison to ensure alignment with and implementation of key go to market strategies

You

You are experienced at driving strategic marketing activities for complex business-to-business products and services. You are an effective communicator who is equally comfortable in supporting cross-functional colleagues as you are putting together a thoughtful product marketing go-to-market strategy. You have a track-record for developing marketing plans, messaging and customer-facing deliverables. You're a team player who loves working on a purpose-driven team that operates with high creativity and velocity.

Qualifications:

- Fundamental marketing experience with a bachelor's degree in Marketing, Business, Management or related field
- Experience working with and developing buyer personas, identifying key selling features, developing value propositions
- Ability to create detailed marketing launch plans to support product launch activity
- Related healthcare marketing experience a plus
- International business experience preferred
- Fluency in English written and spoken
- Comfort level working with digital marketing systems and technology
- Expected time spent on user interaction; 25%

Send your applications with CV, marked "Global Product Marketing Manager" to HR@laerdal.no.
Application deadline is December 6th, 2018.