



## Marketing Product Manager, Digital

ImpediMed is looking for a Marketing Product Manager who will manage our Digital channels. This person will create and develop content, create campaigns, and work cross-functional with a global marketing team.

We are looking for someone who will not only be able to ensure our customers understand our products, but they will make the customer fall in love with them and ImpediMed! You will undoubtedly be able to explain complicated technical terms and processes in words that can be easily understood by the non-technical customer. Your writing will show our customers how our solutions will bring real value to customers' daily lives using digital platforms.

### Who will love this position?

- A **naturally curious individual** who zeros in on ways customers use and move product.
- An **effective communicator** who finds it enjoyable to engage in digital platforms and wants to learn more!
- An **active listener** who can connect with customers on different levels.
- A **creative problem solver** who is not daunted by the technical nature of the medical device industry and is able to learn quickly how to 'talk tech' and come up with creative campaigns.

### To be successful in this position:

- You will have strong business acumen and a solid understanding of the interactions between product, sales and marketing.
- You will know how to prioritize your tasks from a business point of view, while new customer acquisition, lead generation and lead maturing will be your top priorities, you will have other internal priorities, such as marketing analytics and research.
- You will be a quick learner and comfortable using technology.
- You will be very organized and able to manage multiple timelines and projects.

At ImpediMed, you can expect to find a friendly, fun and collaborative work environment. You will be joining an amazing company that is working to **"Leave no patient untested who could benefit from our technology"**.

## POSITION SUMMARY

The Marketing Product Marketing, Digital will be responsible for developing and executing the ImpediMed's commercial marketing strategy through digital channels. As part of the ImpediMed marketing team, this role will plan, execute, and report on all digital marketing initiatives to drive visibility and awareness of ImpediMed's brands and programs. With return-on-investment (ROI) as a top priority, key objectives include lead generation, sales cycle acceleration, customer engagement, and account growth. The Marketing Product Manager, Digital will have excellent knowledge of ensuring consistent execution of messaging and communication plans across multiple channels and drive organizational compliance for the purpose of creating a consistent brand.



**PRIMARY DUTIES & RESPONSIBILITIES** (Essential Functions of the Position) include but are not limited to the following:

- Drive execution of strategic plans and corporate communication strategy through digital channels and tradeshows. Help develop channel strategies and execute agreed upon marketing plan in conjunction and consultation with Sales, Implementation, and the rest of the Marketing team.
- Coach and counsel Sales organization on the effective use of digital tools including programs designed to generate leads and accelerate the sales cycle.
- Collaboratively develop messaging and communication plans for new products and ensure consistent execution among US sales, distributors, and regional marketing teams.
- Increase the visibility and awareness of the ImpediMed, SOZO, and L-Dex therapy brands as well associated programs and campaigns. Produce and assess effectiveness of communication tools including microsites, videos, eblasts, social media outlets, sales-enablement software, automated marketing messages, tradeshow presence, etc.
- Create and deliver sales training materials to support consistent use of digital tools. Be the expert in messaging and programs that are relevant to successful account growth.
- Promote and utilize analytic methods to establish/evaluate all related activities, including analysis and recommendation of new opportunities.
- Devise market research to support programs, analyze trends, and synthesize results into relevant plans. Drive understanding of patient & clinician insights within digital engagement, including patient and physician behavior.
- Attend key tradeshows, conferences, and symposia to execute marketing tactics, build knowledge and assist with educational programs and product demonstrations.
- Maintain awareness of market or competitive developments and impact to messaging and communication strategy.
- Ensure that all marketing activities conform to company guidelines and local laws.
- Other duties as assigned.

#### **SUPERVISORY RESPONSIBILITIES**

- None

#### **QUALIFICATIONS / GUIDELINES Typical Knowledge, Skills, & Abilities**

- Demonstrated ability to work creatively, prioritize, and smoothly manage goals and initiatives amidst competing priorities.
- Superior verbal and written communication, teamwork, and emotional intelligence skill sets.
- Ability to build positive working relationships, both internally and externally.
- Self-starter who demonstrates ownership and leadership in a high-growth, fast-paced environment.
- Agility to pivot to meet evolving business demands.
- Strong knowledge of the Microsoft Office product suite. Strong knowledge of digital marketing and analytical tools including WordPress, social media tools, Hubspot and CRM plus automated marketing platforms.
- Ability to travel up to 30%, domestically and internationally, depending upon current business need.



- Must understand, follow and comply with regulatory requirements as applicable to various processes. An understanding of FDA Quality System Regulations and ISO Standards (ISO 13485) is required.
- Must possess a thorough understanding of work-related standards and regulations, including but not limited to Standard Operating Procedures (SOPs) and Quality System Regulations (QSRs), both US and international.

#### **MINIMUM EDUCATION, EXPERIENCE or CERTIFICATIONS**

- Bachelor's degree required in marketing or related field or equivalent combination of experience and education. Degree in scientific or technical background (e.g. biology, engineering, or related field also accepted with minimum marketing experience.
- Three plus (3+) years of experience in product marketing, marketing communications, multi-channel marketing or combination with history of defining and developing successful digital marketing initiatives in the life science, healthcare, or medical device field.

#### **WORK ENVIRONMENT & PHYSICAL REQUIREMENTS**

- Travel: Position requires business travel (including overnight), estimated at (up to 30%). Must be available for occasional international travel. Valid driver's licence and valid passport required.
- Physical Demand: Light physical effort.
- Mental Demand: Moderate to high degree of concentration.

#### **BENEFITS**

##### **Life at ImpediMed**

It is fast, it is fun, it is evolving, it is growing, and it is filled with smart, passionate, diverse, friendly people who want to make a difference in healthcare. We are 4 miles from the beach and are located within the Carlsbad Research Park with numerous paths and trails great for walking meetings or enjoying the outdoors during your workday by biking, running, or walking.

##### **Total Rewards**

At ImpediMed, we are strongly committed to our employees--their well-being, development, rewards, and recognition opportunities. One way we demonstrate this commitment is by offering a valuable, competitive package of compensation and individualized benefits programs aimed at the varying needs of our diverse and global teams. The sum of our programs is one of the many reasons people choose to work at ImpediMed. We regularly benchmark against other companies in our industry to ensure our Total Rewards package is competitive and of value.

We offer full healthcare benefits including: Medical PPO/HMO/HSA Plan Choices, Dental Plan, Vision Plan; 401(k) with employer match for full-time employees once vested in plan. Basic Life, AD&D, STD/LTD, Employee Assistance Program (EAP) and employee discount programs.

##### **Diversity & Inclusion**

It is our diverse teams who drive our innovation, creativity, and success. We value the unique backgrounds and experience of all our employees and share a set of core values of ethical behavior for



conducting our business. - Integrity, Accountability, Collaboration, Respect, Quality, Compliance. We continuously strive to provide an environment where employees not only feel they can succeed, but also where they can thrive.

This position may require access to patient Protected Health Information (PHI) and may also involve access to electronic Protected Health Information (ePHI). Those in this position are required to comply with all final regulations including the Health Insurance Portability and Accountability Act of 1996 (HIPAA).

## **ABOUT IMPEDIMED**

Based in Brisbane, Australia with its principal office located in Carlsbad, CA, USA and a European office in Thessaloniki, Greece, ImpediMed is the world leader in the design and manufacture of medical devices employing bioimpedance spectroscopy (BIS) technologies for use in the non-invasive clinical assessment and monitoring of tissue composition and fluid status. ImpediMed Limited is a public company listed on the Australian Stock Exchange (ASX: IPD).

ImpediMed devices are currently used in both the clinical and research settings with future applications being developed for home use. ImpediMed has over 15 years of clinical experience supporting healthcare professionals in the assessment of secondary unilateral lymphedema of the limbs. ImpediMed's devices are used in a variety of settings to aid surgeons, oncologists, therapists, and radiation oncologists. Our research devices are thought of as a gold standard measurement system for non-invasive fluid and body composition measurement, used in both animals and human research.

We were the first company to receive FDA clearance in the U.S. to aid healthcare professionals to clinically assess unilateral lymphoedema of the arm and leg in women and the leg in men, for our L-Dex® U400 device. ImpediMed's products are unique in the field of BIS which is the gold standard in bioimpedance. They scan the full frequency range from 3kHz to 1000kHz taking readings from 256 unique points. In BIS, ImpediMed has developed devices which are the most accurate and clinically useful in this field. ImpediMed is respected in the BIS field for the strong scientific foundation of its approach to BIS with over 400 peer-reviewed journal articles. ImpediMed's products are designed and manufactured to an ISO 13485 Medical Devices Quality System.

The company is advancing the state of the art in BIS technology with our new product platform called SOZO®. Only SOZO® by ImpediMed uses proprietary bioimpedance spectroscopy technology to gather and retain thousands of unique data points related to fluid status and tissue analysis, then applies indication-specific algorithms to produce accurate, detailed and actionable results in only 20 seconds. SOZO® identifies opportunities for early interventions that may prevent certain conditions and slow or reverse the progression of others, resulting in better health and quality of life. A single, powerful SOZO® reading allows individualized, proactive care across multiple specialties for improved clinical and economic outcomes. SOZO® is the world's first interactive health monitor to use ImpediMed's patented bioimpedance spectroscopy (BIS) technology to monitor a person's fluid status and tissue analysis.

ImpediMed produces a family of FDA cleared and CE Marked medical devices, including SOZO®, sold in select markets globally. For more information, see our website at [www.impedimed.com](http://www.impedimed.com).

ImpediMed's management team includes executives who have international experience in successfully introducing innovative medical products to global markets. The organization is dynamic and professional



and has been built from the ground up with a strong team of enthusiastic and dedicated senior managers, researchers and employees. The company is on a dramatic growth path with the strong demand for its unique product offerings and offers exciting career opportunities.

ImpediMed's Company Vision: **"Leave no patient untested who could benefit from our technology"**

**ImpediMed is an Equal Opportunity/Affirmative Action Employer**

**TO APPLY**

Please email your resume to: [employment@impedimed.com](mailto:employment@impedimed.com) subject line reading: **Marketing Product Manager, Digital**