

## ADVANCING IOL TECHNOLOGIES

**Medicontur Medical Engineering** is an independent European company in existence since 1989. With a true focus on patient needs and numerous advances in material, design and optics, the company has emerged as a global tech-leader in providing advanced IOL systems for the treatment of cataract and other ocular diseases. With more than 6 million intraocular lenses implanted in over 60 countries, the company is proud of its established network, partners and employees.

To support the growing market demands, **Medicontur** is now looking for an ambitious

## Market Analyst/ Marketing Coordinator

### Tasks:

- Collection, documentation and presentation of business-, market-, product related data & general support of marketing activities.
- **Market research** - Participation in or running market research projects. Gathering expert opinion (as part of KAR Project), market data and market research. Tracking market drivers such as technology developments and changes to legislation.
- **Market analysis** - Analysing market, customer and competitor research to understand market problems and opportunities. Identifying and targeting market segments. Buyer and user personas, understanding the buying process.
- **Competitive Research** - Initiating or participation in competitive research, tracking competitor activity, getting feedback from sales and other channels. Understanding their strengths, weaknesses and direction.
- **Customer & Sales Feedback** - Participation in or running research on Medicontur's existing customers. Getting feedback from sales, support and other channels about issues and opportunities. Win/loss analysis.

### Requirements:

- University/College degree in business
- Good command of English (spoken & written)
- Organizational skills & detail-oriented attitude with sense of responsibility
- Ability to work independently and under time pressure
- Outstanding interpersonal and communication skills
- Comfort in a dynamically changing and controlled environment

### What we offer:

- Dynamically developing area of activity
- Competitive salary, other benefits
- Opportunity to participate in conferences, trainings, exhibitions and professional events
- English language learning possibility



Material. Design. Optics.

- Recognition of the latest technologies
- Young, energetic team

**Workplace:**

- Budapest XI. district

If you are interested in the position, please send your CV with your salary expectation to [career@medicontur.hu](mailto:career@medicontur.hu).

*The applicants agrees with their job application, that the participants (who are participating in the examination of the applicants) recognizes the application and contributes for the personal data processing. If the application was unsuccessful, after notification the application will be destroy.*