



Material. Design. Optics.

## 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. Medicontur is offering consistent high quality with more than 6 million intraocular implants produced and distributed in more than 60 countries. The company is proud of its established global network, subsidiaries, partners and employees.

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

## Senior Marketing Manager

Energetic and intuitive marketing strategist with exceptional leadership and communication skills. Proven ability to identify opportunities and deliver effective campaigns to generate results. Experienced in strategic marketing planning, branding, and content development. Adept in online and traditional marketing, highly skilled in visual communications.

The Senior Marketing Manager is responsible for increasing global brand awareness for company and product brands and will:

- Establish effective working relationships with internal business operation departments, direct business divisions and external agencies to drive sales enablement and demand generation campaigns.
- Develop and deliver appropriate sales enablement tools together with product management and scientific departments.
- Develop, establish and maintain marketing strategies to meet organizational objectives.
- Demonstrate effective management of the marketing, advertising and promotional activities of the organization.
- Plan and execute ATL / BTL / TTL marketing campaigns (online and offline, on-site event marketing and out-of-home, email, print, direct mail, social media, company websites), measure and report campaign performance.

### Responsibilities:

- Articulate product and service offerings, key benefits and messages for use by sales and marketing in collaboration with product management and scientific department.
- Work with key account managers to cultivate useful references for products and services; identify client success stories for implementation in marketing materials.
- Managing department teams (Events, Digital, Communication) and department budget
- Planning and creating valuable and engaging print / digital, static / AV contents with creative staff and external agencies for deployment on websites, direct mails, social media channels etc. in collaboration with scientific representatives and product management
- Responsible for all aspects of projects, including: meeting deadlines, time management, contingency planning, approval channels and procedures, budgeting, campaign analysis, and tracking / monitoring procedures
- Establish and articulate project scope, strategy and objectives to internal stakeholders and key leadership

## Requirements:

- Creative thinker, excellent listener, good communicator and presenter, intuitive, proactive, collaborative, creative problem solver
- Familiarity with agencies
- 5-7 years of professional marketing experience
- Ability to craft integrated marketing strategies across all channels and touch points, including events, website, print communications, online communications and direct mail
- Ability to manage multiple projects with varying priority at one time –to deliver results on time and under budget
- Experience working closely with a sales organization with a strong affinity for sales team success. Previous sales experience is a strong plus
- Expert-level proficiency with Microsoft Word, PowerPoint, and Excel and a project mgmt tool
- Fluent / Native English and Hungarian knowledge
- Bachelors or masters degree in Business / Marketing

## Advantages:

- Experience in medical devices or pharma

## What we offer:

- Dynamically developing area of activity
- Competitive salary, other benefits
- Opportunity to participate in conferences, trainings, exhibitions and professional events
- Recognition of the latest technologies
- Young, energetic team

## Workplace:

- Budapest XI. district, travel 20% (pre-covid)

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.*