



JOB DESCRIPTION

- Product Manager -

JOB IDENTIFICATION

Business Title: Product Manager

Job Classification Title: Product Manager

Department: Marketing

Location: Westwood, MA

Date: July 2018

SUPERVISORY RELATIONSHIPS

Reports To: Global Marketing Director

BASIC FUNCTION

Summary: Surgical Specialties Corporation (SSC) is a rapidly growing, privately held, global medical device company focused on serving our customers in the Wound Closure and Ophthalmic clinical areas.

As the Product Manager, you will be responsible to identify, create and support the implementation of SSC's product strategies, marketing plans, promotional programs, internal and external training, customer engagement and support relating to your specific product line responsibility. This role develops and coordinates all aspects of new product development, product launches, while executing marketing plans and marketing support of the current product lines. Knowledge of marketing procedures, product knowledge, and clinical knowledge will allow the individual to provide active support and mentoring for Sales team members and others functions in the business.

OVERALL RESPONSIBILITIES

- Leads development of product marketing plans by preparing objectives, strategies, tactics, profit and loss projections, including short and long-term strategies
- Manages new product development marketing activities for specific products within the respective product area, including new idea review and recommends line extensions and/or product line trimming.
- Engages customers and sales team, sales leadership, and functional business leads to coordinate forecasting, pricing strategies, literature/video/sales support materials, labeling revisions, clinical studies, manufacturing and customer service communications for existing product line(s) to maximize product line earnings.
- Supports strategic product line decisions such as priority of product or line enhancements, competitive evaluations, market share estimates, and market trends
- Develops product oriented positioning documents, product profiles, competitive analysis, presentations, demos, , product updates and content for corporate marketing vehicles such as web sites, meetings and training events.
- Monitors product development progress with engineering, manufacturing, regulatory affairs and related departments to ensure product line objectives are achieved on a timely basis
- Prepares annual budget forecasts for the marketing functions related to the product line(s) Maintains frequent and regular contact with strategic industry experts and trade organizations, field visits with key surgeons and sales consultants, participation in key meetings and conferences to ensure company and products are perceived superior relative to the competition
- Collaborates with sales to ensure a high quality of sales support in terms of new product/market introductions, sales training programs, key surgeon/key account field visits and regular communication, both responsive as well as proactive Establishes and maintains key close professional relationships with internal and external constituents to stay abreast of new market opportunities.
- Maintains up-to-date product and industry knowledge by regular review of the literature, co-traveling with field sales personnel, attending surgeries
- Works collaboratively with Marketing Communications and other related departments to ensure products are properly positioned in the market utilizing creative promotional, pricing, service, and product characteristic strategies to maximize sales and profits
- Participates in strategic sales and marketing planning activities for assigned products in order to identify key targets, surgeons, and hospitals

JOB QUALIFICATIONS



Education: Bachelor's Degree required

Experience: Minimum of 3 years related experience in sales and marketing of Medical devices

Other Knowledge, Skills, Abilities or Certifications:

- Proven strategic/tactical planning and implementation capabilities
- Excellent oral and written communication and presentation skills strong interpersonal skills
- A demonstrated capacity for use of marketing automation software, Excel, Access and other database tools
- Average travel requirement is approximately 20%
- Prior experience in the Wound Closure or Ophthalmology fields desirable

SURGICAL SPECIALTIES CORPORATION SHARED VALUES

Quality	Meets customer requirements, reliable and accurate, effective analysis driven by strong data, timely and fact-based decisions – assesses business impact, pride in our product. Highly creative.
Commitment to Success	Strong work ethic, responsive, stays focused, resilient, perseveres, accountable and takes ownership, constructively achieves goals, results oriented, customer centric.
Ingenuity	Customer driven, growth focused, embraces speed, nimble, minimizes bureaucracy, innovative, adaptable, shows a bias for action, takes calculated risks
Teamwork	Collaborates, open minded, drives consensus, open to feedback, involves others, respectful and listens, knows own strengths and weaknesses
Leadership	Takes initiative, drives required change, effectively communicates, motivates, and develops and mentors others, builds trusting relationships, is ethical and honest