

MARKETING MANAGER MEDICAL DEVICES

Full-time

- » Future-oriented medical field
- » Independent work environment
- » Innovative medical products and projects
- » Your chance to leave your footprint
- » Diverse work environment and open-minded corporate culture

About PIUR

PIUR IMAGING is an innovative AI-company that re-invents the third dimension of ultrasound. From our offices in Vienna and Munich, we turn standard ultrasound systems into 3D tomographic imaging devices, bridging the gap between 2D ultrasound and regular tomographic 3D imaging modalities. Together, we want to revolutionize the medical imaging market and provide patients better access to safe and affordable imaging diagnostics.

Responsibilities

- » Develop brand building plans and marketing material
- » Support creating a vision of the future to maximize company performance and sales growth
- » Market research and development of convincing business cases for different markets and products including SWOT and competitor analyses
- » Understand PIUR IMAGING's customers, markets, business operations and emerging issues to focus on the right opportunities, resources, and organizational values
- » Close cooperation with research & development, product management and sales
- » Create corresponding marketing strategies for new clinical applications and markets
- » Drive social media and other marketing campaigns to best communicate our product to medical professionals and B2B customers
- » Track effectiveness of marketing activities
- » Organise and attend clinical conferences

Your Role

For our Vienna office, we are looking for a Marketing Manager to further develop and implement the global marketing strategy for our tomographic ultrasound solutions. Your tasks include creating marketing concepts for various markets and target groups, prepare convincing marketing material and drive social media and other marketing campaigns. While located in Vienna, you might have to travel occasionally to meet customers and support the team during conferences, presentations, and workshops.

Skills & Qualifications

- » Excellent German & English skills
- » 3-5 years of marketing/business development experience
- » Experience in designing marketing material (e.g. InDesign, Photoshop, Canva)
- » You enjoy working in a fast-moving field with regular innovations
- » Independent and proactive work attitude
- » Open-minded and strong team player
- » Beneficial: Background in the health care industry and basic knowledge of legal boundaries for advertising medical devices

We offer a monthly salary depending on your qualification and experience, minimum 40.000,- € per year.

Apply now: hr@piurimaging.com