



Job Title: Marketing Manager (Eden Prairie, MN)

Collagen Solutions is a global leader in collagen-based biomaterials supply and development for use in research and diagnostics, medical devices, and regenerative medicine. We are an exciting fast-paced growth company publicly traded on the London Stock Exchange, looking for high caliber team members passionate about our vision:

To be the industry's first choice for regenerative biomaterials.

We are looking for a creative, driven individual with a diverse set of marketing skills and a “can-do” attitude who will be responsible for developing and executing on the organization’s marketing strategy to:

- Drive revenue growth within the core business of B2B supply and development of tissue-based materials for medical applications
- Increase the brand awareness of Collagen Solutions as a premiere regenerative biomaterials company
- Support the launch the company’s first direct-to-hospital medical device in Europe and Asia

Job Duties:

- Manage website, SEO strategy, ad paid search.
- Develop marketing content and tools, including brochures, webinars, presentations, videos, advertisements, etc.
- Maintain current product and pricing information across all sales channels.
- Create marketing campaigns to support the company’s annual business objectives
- Plan, manage, and attend professional meetings, trade shows, partner meetings, and other events.
- Plan, develop, and manage social media advertising, brand awareness campaigns, and search ads.
- Consolidate and communicate product application and technical data in the form of technical papers and blog posts.
- Continuously monitor industry trends and developments among competitors.
- Direct marketing vendors to ensure deliverables are met on time and on budget.
- Ensure brand standards across all company materials and communication channels.
- Utilize the CRM system to support the sales funnel process and develop effective customer engagement programs (e.g. quarterly newsletters).
- Develop and launch VOC and customer feedback campaigns.
- Assist the Global Product Manager to execute a Go-To-Market strategy for a new cartilage repair technology
- Report on monthly marketing analytics, including web, search, social media, campaigns, and lead sources.
- Manage the marketing budget and periodic expense forecasts.

Requirements:

- 2 - 4 years of marketing experience (biomedical or B2B industries preferred)
- BS degree in marketing and/or life sciences with supplementary marketing experience.
- Proficient in Microsoft Office, Adobe Creative Cloud, Drupal and/or HTML, and CRM marketing tools.
- Exceptional organizational, communication, and interpersonal skills.
- Ability to travel globally (20%).
- Allowance for relocation to MN is not provided.