



Job Title: Marketing Manager (Office-based, 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, wholly owned by Rosen's Diversified Inc's Life Sciences Division and are 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 product development, material supply and contract manufacturing of tissue-based materials sold to medical device manufacturers.
- Increase the awareness of Collagen Solutions services and capabilities as a premiere regenerative biomaterials company.

Job Duties:

- Develop, own, and drive a highly effective lead generation program.
- Manage website, SEO strategy, ad paid search programs as directed.
- 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, as schedules and budgets dictate.
- 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.
- Utilize the CRM system to support the sales funnel process and develop effective customer engagement programs (e.g. quarterly newsletters).
- Coordinate annual Voice-of-Customer surveys and customer feedback campaigns.
- Assist with reports on monthly marketing analytics (e.g., web, search, social media, and lead sources).
- Manage the marketing budget and periodic expense forecasts.

NOTE: This description is not intended to be all-inclusive. An employee may perform other related duties to meet the ongoing needs of the organization; these duties are considered marginal.



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 domestically and globally (20%; as travel policies allow).
- Ability to work independently with multiple company locations and remote supervision.
- Allowance for relocation to MN is not provided.

Notice to Search Firms: We are not seeking assistance or accepting unsolicited resumes from search firms. We will not pay any placement, referral or other fees to any search firms unless we have agreed otherwise in a valid, written agreement.

Collagen Solutions, Inc. is an Equal Employment Opportunity / Affirmative Action Employer. *All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status, or any other legally protected status. Applicants with a disability who require a reasonable accommodation for any part of the application or hiring process can contact Human Resources at the location(s) where you are applying. Collagen Solutions, Inc. will not discriminate against applicants who inquire about, disclose or discuss their compensation or that of other applicants. Collagen Solutions, Inc. participates in the E-Verify program in certain locations as required by law.*