

Verathon – Brand Manager

Verathon® designs, manufactures and distributes reliable, state-of-the-art medical devices and services that offer a meaningful improvement in patient care to the health care community. Verathon was ranked among the fastest growing technology companies in Washington State in Deloitte's prestigious "Technology Fast 50" program in 2002, 2005, 2006, 2007 and 2008. Verathon was voted One of Washington's Best Companies to Work For in 2007, 2008 and 2009. The company is headquartered in Bothell, Washington.

Summary:

The Brand Manager assists the Brand Director in formulating Marketing objectives, strategies, tactics and measures to meet and surpass business growth targets for the brand; helping lead U.S. brand growth in target markets, in unit volume, net sales, brand equity and profitability, and assist with brand and channel growth worldwide.

Principal Responsibilities:

- Drive strategies and programs with data. Assist the Brand Director as required in revenue and unit sales forecasting and tracking with Sales and Operations. Help develop necessary reporting systems. With the Brand Director, track all key business metrics on assigned programs, especially ROI on programs. Recommend improvements and action steps. Assist in drafting programs to help build the Brand's P&L for next year by Fall of calendar year.
- Thoroughly understand brand customer groups and sales channels With the Brand Director, serve as champion for the brand customer to the organization. Participate in market research and help develop key learnings in advance of drafting next year's plan.
- Successfully help launch new products for the brands.
- Successfully help launch "restages" for the brands.
- Work in conjunction with the NPD teams to help define new product (or restage) opportunities, to develop positioning and to ensure successful new product introductions.
 - Where appropriate, help generate detailed Market Requirements Documents, including analysis, revenue targets, financial calculations, risk analysis and competitive analysis.
 - In conjunction with the Brand Director help draft Product Positioning and related documents.
- With Brand Director, help define strategy and development of brand and related marketing programs and related calendar including:
 - Advertising & media, Website, Mobile Apps, E Commerce, Direct Mail, PR, Sales Collateral and Training Materials, Videos
 - Ensure "excellence in execution" on all brand marketing programs. Assist in creative development via drafting briefs as assigned and optimize via "test and learn" techniques.
- Engage with Sales to help maximize and optimize brand channel marketing programs. Help improve brand communications with various constituencies; especially Sales, Customer Care and International.
- Under Brand Director leadership, work in conjunction with the Creative Team to optimize marketing materials, to ensure their accuracy (especially claim support) and quality, and to track results. Responsible for excellence and continuity on all Marketing materials.
- Help Brand Director assess media efforts as step toward next year's media negotiation.
- Under Brand Director's leadership, work in conjunction with the Trade Show Team to maximize trade show/ conference opportunities. Partner to track results.
- Primary steward for the brand. Handle projects as assigned by Brand Director or VP of Marketing.
- If assigned, successfully lead and manage staff/brand team members.
- Help define and develop "best practices" in marketing programs to maximize brand and channel growth in both U.S. and worldwide.

- Assist Brand Director in market research projects where needed. Maintain research and fact/stat database for the brand. Help develop and track all needed customer, channel and competitive data and analyses.
- Help build new customer acquisition programs. Also luminary, testimonial and referral programs.
- Under Brand Director's leadership, help track results of all marketing programs and help track expenditures to fine tune, increase or delete programs. Help reduce costs where appropriate.
- Coach/mentor others in the Marketing department as assigned by the Brand Director. Specifically help the Brand Director develop and improve formal training program for the Brand – for Marketing team members and those outside the Marketing department – according to agreed upon timetable.
- Where cost feasible, consider “green” solutions.
- Handle other projects/brands as assigned

Knowledge, Skills, and Abilities:

- Degree in Marketing or Business, MBA Preferred
 - At least 7 years Marketing experience including at least 5 in marketing and at least 3 in management
- Prior experience in a Fortune 1000 company preferred
- Prior experience in Medical field a plus
- Exceptional marketing and brand management experience with demonstrated results across entire marketing mix
- Strong competency in strategy
- Strong analytical, financial and statistical skills to assess business opportunities and to track marketing program productivity
- Excellent verbal, written and presentation skills
- Excellent leadership and interpersonal skills; solid team member and team leader
- Excellent organizational, planning and project/product management skills; strong attention to detail
- Excellent problem solving and decision making skills; solid judgment
- Successful background working in close partnership with Sales
- Can manage budgets for optimal results. P&L experience a plus.
- Excellent creative skills - a real plus.
- International Marketing, brand and /or Sales experience a plus
- Expert at MSFT Office, PowerPoint, Excel, etc. Prior work with Onyx a plus.
- Approximately 30% domestic/international travel. Due to nature of medical conferences, must be able to travel on weekends.

Verathon offers competitive compensation and a complete benefits package to full-time employees including medical, dental, short-term/long-term disability, life insurance, flexible spending and 401k as well as the advantages of an environment that supports your development and recognizes your achievements.

Verathon is an equal opportunity employer and strongly supports diversity in the workplace. We believe that diverse ideas, opinions and perspectives will build a strong foundation for success.