

## Verathon-Marketing Coordinator/Extranet Administrator

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 Top 100 Companies to Work For in 2007, 2008 and 2009. The company is headquartered in Bothell, Washington.

### General Summary:

The Marketing Coordinator/Extranet Administrator supports the deployment of sales & marketing communications and programs in international geographies to include Canada, Asia-Pacific, Japan and Latin America. In tandem with IT and key stakeholders, the administrator will coordinate the administration and content management of a SharePoint Sales & Marketing Extra-Net as the primary point of deployment for sales & marketing communications / programs. The Administrator will work with the International Marketing Manager to produce and deploy product update communications, sales collateral, direct mail campaigns and advertising. Responsibilities will include documentation of content according to regulatory requirements and assisting in the layout of various marketing materials in industry standard design software (InDesign, Illustrator, PhotoShop, etc).

### Principal Duties:

- Administration and content management of Global Sales SharePoint Extra-Net site.
- Production and deployment of monthly marketing communications to Agents and Distributors via eNewsletter.
- Layout of sales & marketing collateral materials (newsletters, eNewsletters, banner ads, press releases, direct mail, advertising, graphic assets) using industry-standard production tools such as Adobe InDesign, PhotoShop, Illustrator.
- Assist in development and production of sales training materials and presentations as needed.
- Oversee documentation and routing of sales & marketing materials to ensure designated materials meet regulatory/quality and brand requirements.
- Assist in sales & marketing campaign reporting and analysis as needed.
- Assist in management of purchase order requests as needed.
- Other projects as assigned

### Knowledge, Skills and Abilities Required:

- Requires two to five years experience working in a corporate marketing department
- Requires previous experience with MS SharePoint
- Proven experience developing and managing newsletters and eNewsletters
- Bachelors degree in a marketing-related or communications-related field or equivalent experience
- Experience with localization industry standards
- Ability to summarize information for decision makers
- Must have intermediate working knowledge and experience of Excel, PowerPoint, Word, Photoshop, Illustrator, InDesign
- Experience in the medical device industry and/or customer support role strongly preferred
- Experience with Cardiovascular, Vascular Surgery, Anesthesia, Respiratory Therapy, Nursing or Urology markets/clinical environment strongly preferred
- Understanding of printing processes and requirements
- Knowledge of web site development and maintenance is helpful
- Experience with Content Management Systems
- Strong attention to detail, multi-tasking, administration and organizational skills a must.
- Ability to work successfully with diverse people and cultures
- Must have excellent interpersonal skills
- Other language abilities a plus (Spanish, French, Japanese, Chinese, or Portuguese preferred)

Verathon offers competitive compensation and a complete benefits package to full-time employees including company sponsored health plan, flexible spending, tuition and wellness reimbursement, 401k with company match and the advantages of an environment that supports your development and recognizes your achievements.

*Verathon is an affirmative action/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.*