

## Job Description

### Job Summary:

Carrot Medical is seeking a Marketing Manager with a solid marketing background, and preferably medical device experience. This position requires creativity, entrepreneurial spirit, and a strong ambition to grow. The right candidate will focus primarily on sales support, creating marketing materials, campaigns, heavily utilize social media, all the while protecting and growing the Carrot brand.

This individual will execute the marketing mechanics to deliver on the vision set by the Management Team. In addition, this position requires very good interpersonal skills to work well with internal team members (i.e. Sales) as well as End Users, and B2B partners.

This individual must be able to author, and drive, Market Introduction Plans (MIP), support tradeshow planning and execution, develop cost effective marketing campaigns, as well as manage to the marketing budget.

### Summary of Essential Job Functions:

- Heavily leverage social media to quickly communicate Carrot Medical's latest messaging
- Create, develop and manage the overall marketing strategy for the Company
- Have a strong grasp, and working knowledge, of digital marketing campaigns and techniques
- Manage the Lead Generation process working closely with the Sales Team
- Increase the market visibility and awareness of the company
- Manage the Product Pricing process and other tasks (e.g. Pipeline Management) via Salesforce.com
- Assist in creating market specific promotional campaigns
- Assist the Sales Team whenever appropriate to secure new business
- Help maintain, and improve, the company's customer retention rate and satisfaction
- Identify new potential markets and verticals based on market analysis and research

## Desired Skills & Experience

### Knowledge & Experience:

- Bachelor's degree, or equivalent experience, with at least (5) years of marketing experience
- Experience in social media tools, WordPress website engine, and Salesforce.com is required
- Experience in PR communications surrounding product launches is strongly desired
- Experience in digital, banner advertising, and search engine optimization (SEO) required
- Experience in videos, brochures, white papers, case studies, webinars and events
- Medical device marketing experience is also highly desirable

### Skills & Abilities:

- Ability to focus on many tasks in parallel to deliver quality marketing material and sales tools
- Ability to clearly understand disparate business needs and provide the right solutions
- Ability to communicate and document well is a must for this position
- Ability to create and manage a marketing budget is also required
- Ability for some travel (~10%) is required

## Territory

- Based in Bothell, WA

## Pay & Benefits

- DOE