

## **European Product and Marketing Communications Manager**

### **Full-time, Horsham, Hybrid**

#### **Summary**

Veryan people are the best at what we do. We share a commitment, a passion and a vision for the contribution Veryan makes to innovation in interventional medicine.

Veryan people power Veryan's business. Whether they are design engineers, quality engineers, clinical study managers or sales specialists, our people bring an unmatched expertise in each of their fields that both inspires and challenges.

Veryan's culture of innovation helps each individual develop both professionally and personally, and our culture of respect means that we all work in a collaborative, supportive and exciting environment.

Based in the UK as part of Veryan's Marketing team, this individual will provide extensive support for the delivery of all European marketing activities and initiatives for the company's proprietary product, BioMimics 3D to the European distributor network. This individual will play an important role in developing and communicating content for European marketing activities. They will be responsible for delivering on activities detailed in the strategic marketing plan including contributing to the creation of promotional and training materials for both internal and external use in Europe; marketing support of the European distributor organisations; logistics and planning support of the company's participation at exhibitions and congresses within Europe; logistics support for speaker bureau activities; contribute content for the company's website, webinar programme and social media accounts.

#### **Primary Job requirements**

##### **Principal Responsibilities**

- Contribute to the development of the European marketing communication plan and deliver all elements of the plan including promotional materials for use in Europe, including print and cloud-based platforms.
- Contribute to the creation of training materials for use with direct sales and distributors and external training programmes for customers.
- Contribute to the creation of content for the company's website and social media accounts.
- Manage congress and exhibition participation logistics within Europe by:
  - Liaising with conference organisers and booking both space and other services
  - Managing colleague registrations
  - Managing speaker bureau participation at congresses, symposia etc.

- Provide administrative support for the German direct sales team, distributors and other key stakeholders.
- Provide administrative support to the Director of Clinical Marketing including managing marketing event trackers and completion of documentation for the approval of promotional materials through Document Control.

### **Education & Training**

Life Sciences graduate preferred

### **Experience**

- Prior experience in a similar role essential
- Knowledge and experience of the global medical device industry preferred
- Knowledge of the peripheral vascular sector preferred
- Excellent interpersonal and communication skills (verbal, written and presentation) across multiple geographies and a wide range of audiences (including senior management)
- Expert user of PowerPoint essential
- User of InDesign preferred
- User of website content management systems preferred
- Experience of working with Document Control departments for materials approval preferred.
- Experience of developing print and cloud-based materials preferred.