



Senior Marketing Communications Manager

Under the direction of the Vice President of Marketing, the **Senior Marketing Communications Manager** is responsible for variety of marketing responsibilities including marketing communications, public relations, and tradeshow representation. This position will also support physician practice development and other event management. The right candidate will demonstrate strong aptitude to solve marketing and communications challenges for Entellus and physician practices.

Essential Functions:

- Partner with Marketing Management and external agencies to support development of positioning, messaging and branding for company, new products and procedures
- Develop and maintain Entellus' branding and visual identity guidelines. Ensure consistent adherence to branding guidelines for all marketing materials and activities
- Lead development of annual communication plans and execute all print advertising
- Manage and implement advertising and collateral creation process. Partner with Product Management, Online Marketing Management, or Education and Training to prepare creative brief. Lead process to manage development of resources with external agency and internal partners.
- Manage customer facing promotional and training video production process. Partner with Product Management, Education and Training, or Online Marketing Management to develop creative brief and storyboard. Manage video production company to coordinate shoot and manage editorial process.
- Manage customer facing resources through internal approval process with Marketing, Regulatory, Clinical, and Legal.
- Plan, organize, and execute Entellus' presence at tradeshows, exhibits, and other industry events. Partner with event execution company.
- Provide other company event coordination as needed.
- Manage Entellus' public relations efforts. Lead process to identify PR agency as needed. Manage agency to achieve targeted PR goals including positive placements in national and local consumer and trade press. Draft and issue company press releases.
- Support practice development activities in conjunction with Product Management.
- Develop budget proposals and manage budget for assigned activities.
- Provide input into overall Marketing Department budget.

Education Experience and Other Skills

- Bachelor's degree in Marketing, Business Administration, Communications or related area required
- 10+ years of relevant experience in life science Marketing or Advertising, at least two of which are in a medical device company. Experience in Marketing Management and Marketing Communications preferred. Experience with physician practice development preferred.
- Demonstrated ability to meet multiple deadlines and manage heavy workload working independently and through others
- Excellent skills in creative problem solving, oral and written communications, project management, negotiation, influence, facilitation, building and maintaining relationships, and collaboration
- Demonstrated emotional resilience, optimism and "can do" attitude
- Prior experience managing budgets
- Proficient knowledge of Microsoft package, particularly on Word, Excel and PowerPoint
- Knowledge of InDesign, Photoshop and Illustrator preferred

Mental and Physical Requirements:

- Ability to handle and be trusted with confidential and/or sensitive information
- Ability to work in a fast-paced, constantly changing environment
- Ability to be flexible and to handle multiple projects in an organized, timely manner
- Ability to problem-solve, work under pressure, and to effectively manage stress
- Ability to travel approximately 10-25%, actual travel to be determined by business needs
- Personable, professional image
- Light lifting

Entellus offers a competitive compensation package which includes medical, dental and life insurance, short term disability, long term disability, flexible spending, 401(k) and PTO benefits. Interested candidates should send their resume with salary requirements to Dkahl@entellusmedical.com. No phone calls please.