



Job Title: Marketing Specialist (Eden Prairie, MN)

Collagen Solutions is a global leader in collagen-based biomaterials supply and development for use in research and diagnostics, medical devices, and regenerative medicine. We are an exciting fast-paced growth company publicly traded on the London Stock Exchange, looking for high caliber team members passionate about our vision:

To be the industry's first choice for regenerative biomaterials.

The Marketing Specialist will assist in the maintenance, development, and implementation of marketing communications tools, programs, and strategies to accelerate the company's increasing market share across a global product and service portfolio.

Job Duties:

Marketing Communications and Brand Strategy

- Manage web content and online store, including the development and execution of an SEO strategy.
- Develop marketing content and tools, including brochures, whitepapers, videos, advertisements, etc.
- Plan, manage, and attend professional meetings, trade shows, partner meetings, and other events.
- Plan, develop, and manage social media advertising, brand awareness campaigns, and search ads.
- Consolidate and communicate product application and technical data from subject matter experts.
- Continuously monitor industry trends and developments among competitors.
- Manage and negotiate marketing vendors to ensure deliverables are met on time and on budget.
- Ensure brand standards across all company materials.

Sales Support and Training

- Partner with the Global Marketing Manager and sales organization to implement effective sales tools and training programs.
- Identify new sales leads and pre-qualify prospects for the commercial organization.
- Help advance key customers through to close in the sales funnel process as needed, including development of opportunity-specific sales support tools and presentations.
- Utilize the CRM system to support the sales funnel process and develop effective customer engagement programs (e.g. quarterly newsletters).

Other

- Report on monthly marketing analytics, including web, search, social media, campaigns, and lead sources.
- Participate in annual and quarterly planning meetings and commercial team meetings.
- Work with Global Marketing Manager to manage the marketing budget and periodic expense forecasts.
- Continuously improve skills and knowledge by learning about collagen-based biomaterials product applications, production methods and challenges, and research uses.
- Field and direct technical support and sales phone calls.
- Potential administrative office and other duties as assigned.

Requirements:

- 1-3 years of product marketing experience in biomedical industries.
- BS degree in marketing and/or life sciences with supplementary marketing experience.
- Effective PC skills including Excel, Word, PowerPoint, Acrobat, and Outlook (experience with Adobe Creative Cloud, Drupal, HTML, and Dynamics CRM a plus).
- Exceptional organizational, communication, and interpersonal skills.
- Ability to travel globally (10%).
- Allowance for relocation to MN is not provided.