

Marketing Associate

The marketing associate will undertake market analysis, research, material development and coordination supporting the commercialization of IntuiTap's product. They will establish ways to analyze market research and customer behavior to define potential opportunities to the regional and hospital level. Develop and coordination of customer facing marketing, sales, and sales support material.

Market Analysis and Identification

- Analyze available market research to segment and identify regions and hospital target consistent with the companies' objectives.
- Identify, plan and coordinate product awareness opportunities.
- Define and plan product awareness options and approaches.

Marketing and Sales Material Development

- Develop and coordinate marketing and sales materials
- Identify key opinion leaders and institutions. Undertake outreach and engagement support.
- Monitor competitor's marketing activities.

Sales Cycle Support

- Create reports on marketing and sales metric rate
- Prepare regular sales forecasting reports
- Assist with promotional event, planning coordination and execution

Qualification and Experience

- Bachelor's degree in Marketing or relevant field
- Knowledge of marketing digital tools and techniques, SEO, SEM.
- Demonstratable problem solving and organizational skills
- Excellent communication skills, verbally and written
- Good documentation skills, able to explain complex systems clearly and concisely.
- Comfortable with MS Office tools, Word, Excel etc.
- Ability to use specialized software for quality systems support and collaboration.
- Strong acumen for team working collaboration and team communication.