

Job Description

Position:	Marketing Manager
Reports to:	Chief Marketing Officer (CMO)
Position type:	Permanent Full-Time
Location:	North York, ON

ABOUT THORNHILL MEDICAL:

Thornhill Medical's ground-breaking products are designed to be used globally by emergency health care providers, humanitarian, and military medical teams. Thornhill's oxygen-focused research and applications are transforming patient care in extreme circumstances, while inspiring and enabling other new technologies to unlock vital life-saving solutions. Thornhill Medical's innovations are in 19+ countries including Ukraine. With a team committed to courage, collaboration and saving lives, Thornhill Medical leads the way in the nimble and precision-focused field of medical technologies.

POSITION SUMMARY:

The **Marketing Manager** is responsible for supporting Thornhill Medical's customer-facing teams, including Sales, Field Operations, Customer Care and Product, to identify and communicate key product and service value propositions for specific B2B target markets.

DUTIES & RESPONSIBILITIES:

- Translates unique value propositions to address the needs of our B2B markets into compelling messaging, pitch decks, presentations, and other collateral.
- Communicates product features and benefits, existing and new, to attract and retain customers, driving adoption of new customers and engagement with existing customers.
- Enables customer-facing teams to communicate the differentiated value propositions and impact in a clear, compelling, and consistent way.
- Provides consistent and approved claims and marketing messaging for integration into timely, integrated, multi-channel marketing campaigns targeting specific B2B markets.
- Manages and executes the creation, production and distribution of pitch decks, presentations, IFU and other collateral, as product features and benefits are better understood and/or updated, in accordance with quality systems.
- Maintains ongoing learning and understanding of our products, our B2B markets and the competitive landscape.
- Implements the roll out of the annual conference/trade show plan, with the support of sales and operations and implementation of systems for efficiency.
- Works closely with the multi-disciplinary team, both Canada and US based, to inform approach.
- Considers quality in all aspects of the job and respects procedures and norms.

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- Other duties as required.

EDUCATION & EXPERIENCE:

- Bachelor's degree or diploma in marketing, communications, or related field.
- 5-8 years of relevant marketing experience in a similar role.
- MedTech/Healthcare/Pharma/Technology industry experience an asset.
- Strong product marketing background.
- Experience working effectively with cross-functional teams, in particular, Sales, Field Operations, Product and Customer Care.
- Experience working with creative agencies and project managing the work effort.

SKILLS & KNOWLEDGE:

- Creative, flexible, hands-on marketer that's comfortable rolling up their sleeves and doing whatever it takes to get the job done even in the face of time, budget, and resource constraints.
- Proven project management skills with the ability to get buy-in and support for projects from diverse and often widespread stakeholders.
- Excellent ability to remain organized while managing multiple competing priorities.
- Expertise in distilling complex product features and benefits into clear and concise narratives to communicate with existing and potential customers.
- Excellent interpersonal and communication skills (verbal and written).
- Self-starter that is highly motivated, creative, and able to work both independently and within a team environment.
- Ability to build strong relationships and work collaboratively with cross-functional teams to meet shared objectives.
- Drive to consistently achieve results, even under tough circumstances.
- Holds self and others accountable to meet commitments.
- Strong computer skills and proficiency with Microsoft Office suite products (Word, Excel, PowerPoint).

OTHER REQUIREMENTS:

- Primarily office related requirements with exposure to production work rooms when required.
- Light lifting and bending.
- Some local and international travel required.

COMPENSATION:

The target salary range for this position is \$90,000 - \$110,000 per annum. The salary range reflects the base pay only and does not include bonus or benefits. The position is also eligible for a bonus.

The starting salary offered to a candidate will be dependent upon several factors, including but not limited to experience, job-related skills and relevant education and/or training.

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This job posting is to fill an existing vacancy within our organization, and the recruitment process involves the use of artificial intelligence.

Thornhill Medical welcomes and encourages applications from all qualified people, including those with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

We thank all applicants for their interest, however, only those selected will be invited for an interview.