



Marketing & Communications Manager

Designation Summary

The Marketing Communications Manager will report to the Director of Business Development and will help set and guide the strategy for all marketing communications. This will include website development and administration, press releases and collateral materials to consistently articulate MR Instruments' mission. The Marketing Communications Manager will ensure that MR Instruments is viewed as a leader in the medical device industry delivering high quality, reliable products while helping to grow sales quarter to quarter.

Duties and Responsibilities

- Develop, implement, and evaluate the annual communications plan
- Scheduling and conducting meetings and coordinating marketing work flows
- Lead the generation of online content and implement that content
- Put communications processes in place to test the effectiveness of all communications activities
- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to newsletters, brochures, and MR Instruments' website
- Coordinate webpage maintenance—ensure that new and consistent information (article links, stories, and events) is posted at least monthly
- Coordinate and organize annual meetings and trade shows
- Manage all media and marketing contacts
- Other duties as assigned

Qualification, Skills and Knowledge Required

- Highly collaborative style; experience developing and implementing marketing communications strategies
- Excellent writing/editing and verbal communication skills along with analytical and problem solving abilities
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels
- In-depth knowledge of MS Office and graphics programs like Adobe Illustrator
- Web site creation and maintenance skills
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives

Education and Experience

- A four (4) year college degree in Marketing, Business or related major is required
- At least three (3) years of communications experience is desired