

Job Description – Field Marketing Specialist

Reports To – Marketing Manager

Job Responsibilities

The Axonics Field Marketing Specialist is responsible for supporting the local awareness and adoption of Axonics Therapy through the execution of market development programs designed to drive patient awareness, education and improve patient outcomes. This person will work with healthcare professionals (HCPs) and internal Axonics stakeholders to plan and execute initiatives to provide increased patient awareness towards Sacral Neuromodulation.

General Description and Duties:

To perform this job successfully, an individual must be able to perform each essential job task satisfactorily. The tasks listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Serve as project manager to oversee local marketing initiatives to completion, including the development, delivery, tracking, and execution of program offerings based on local needs and objectives
- Pilot and develop future awareness campaigns to increase therapy and product awareness
- Tracking and reporting field marketing activities to Marketing
- Develop and maintain relationships with HCPs and key practice or hospital staff
- Drive and participate in the execution of patient education events in partnership with HCPs
- Measure impact of key programs and optimize resource allocations for future initiatives
- Interview, build and manage relationships with patient ambassadors and drive involvement of patient ambassadors for local events
- Serve as a Marketing ambassador within the Area/Region assigned and assist with supporting local programs such as product launches, trade shows, and other HCP engagement events
- Assist with creation and testing of new marketing materials and programs
- Gather and report customer intelligence to Marketing and Sales teams
- Apply analytics and strategy to role and to each account by being metric-driven and by drawing insight from complex marketing data
- Comply with all applicable laws and regulations, the AdvaMed Code of Ethics on Interactions with Healthcare Professionals, and company policies
- Travel to meet with HCPs, customer representatives, and patients (in health care facilities and other venues) to discuss marketing initiatives and other duties in the job

Projects and Other Duties:

- Other projects as requested by the manager.

Position Qualifications

- Excellent written and verbal communication skills
- Excellent project management skills
- Must be detail oriented with a proven track record in organization
- Able to build and create immediate rapport
- Creative thinker who is persistent and analytical
- Strong team player who is willing to be versatile to help the team
- Self-driven and self-motivated individual who can work independently
- 50-60% travel required.

Minimum Education:

- BA or BS degree preferred

Minimum Experience:

- 4+ years' experience in sales, account management, advertising, marketing or promotions
- Medical device or healthcare experience preferred