

Fluidx Medical Technology, located in the greater Salt Lake City area, is currently seeking candidates to join our team. This is an opportunity to join a clinical stage medical device company working to develop exciting new medical devices that will change the standard of care for patients.

## Marketing Director

### JOB DESCRIPTION:

The Marketing Director will serve as the marketing leader and will manage all facets of upstream and downstream product marketing including product messaging, branding strategy, promotional materials, user training materials, market research, and assessments of new opportunities for the core technology.

### JOB RESPONSIBILITIES:

- Opportunity to lead marketing by managing upstream and downstream marketing strategy and execution for a clinical stage company including the following:
  - Product positioning, messaging, and overall branding strategy.
  - Marketing collaterals including website, product brochures, training materials, social media, website, etc.
  - Go-to-market plan and execution.
  - Identification, exploration and assessment of other markets and opportunities.
- Develop and manage physician user training strategy and associated materials.
- Significant role in clinical trials training and material development in coordination with Clinical Team, as well as active role in clinical trial coordination and site management.
- Explore adjacent markets, including identifying and assessing new opportunities outside of core applications.
- Building business cases and market models for new opportunities.
- Design and conduct market research with industry key opinion leaders (KOLs).
- KOL management and speaker engagements.
- Attend key tradeshow and handle all marketing planning related to those shows.
- Provide actionable insights across multiple areas:
  - Competition, market trends, opportunities, unmet customer needs.
  - Pricing positioning and effectiveness.
  - Customer needs across multiple product lines.
  - Effectiveness of marketing strategies and tactics.
  - Market research and business intelligence needs.
- Work cross functionally with groups in product development/R&D, regulatory, clinical, quality, etc.
- Experience interacting across functional groups including:
  - Sales reps and field employees.
  - Internal R&D, legal, manufacturing.
  - KOLs and clinical advisors.
  - Third-party vendors.
  - Company leadership.

**EDUCATION REQUIREMENTS:**

- Bachelor's degree.
- 8+ years medical device marketing experience (both upstream and downstream marketing experience).
- Experience at both large medical device companies as well as early-stage companies is highly desirable.

**EXPERIENCE AND SKILL REQUIREMENTS:**

- Strong organizational skills and ability to multi-task is critical.
- Ability to thrive in a fast-paced startup environment with a willingness to take on a variety of tasks and roles.
- Background demonstrating strong self-motivation - able to independently achieve results with only minimal direction.
- Good communication skills (written and verbal).
- Ability to understand and communicate technical features of multiple medical devices across multiple indications.
- General knowledge of FDA medical device regulatory requirements.
- Willingness to travel to 1 - 2 times per month (as necessary).

**PREFERRED EXPERIENCE AND SKILL REQUIREMENTS:**

- Peripheral vasculature device experience relating to implantable stents and/or embolic devices.

**PHYSICAL REQUIREMENTS:**

- While performing the duties of this job, the employee is regularly required to stand, walk, sit, and use hands to manipulate, handle or feel objects, tools, controls, and office equipment. The employee is frequently required to talk and hear. The employee is occasionally required to reach with hands and arms and stoop, kneel or crouch. The employee may be required travel to 1 - 2 times per month (as necessary).

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# APPLY NOW!

Contact us at [www.fluidxmedical.com/careers](http://www.fluidxmedical.com/careers)  
or email [careers@fluidxmedical.com](mailto:careers@fluidxmedical.com) to apply.