

## POSITION DESCRIPTION

**Title:** Brand Manager  
**Department:** Marketing  
**Direct Report:** President, MediMetrix eXchange

**Summary:** Product/Brand Manager  
Manages, develops, and implements marketing activities to maximize sales of the MediMetrix eXchange brand. Analyze brand performance, brand competitiveness, and product trends in the marketplace and develops strategies for assigned brand based on research and analysis. Work with Management and Sales to identify and implement appropriate sales strategies.

### Essential Functions:

- Manage and direct both internal and contracted marketing support services to deliver timely and effective marketing campaigns. Including graphic design services, collateral printing and electronic marketing programs designed to increase brand awareness and expand market penetration.
- Coordinate Tradeshow activities including ensuring a presence at targeted shows, proper coverage by Sales and Management, and ensure all materials are delivered and returned for each show.
- Develop, and shepherd the completion, of sales materials and presentations across departments and through approval process.
- Track marketing activities, generate reports detailing effectiveness of each marketing campaign.
- Develop Marketing budgets, create RFP or RFQs for Vendor services, negotiate pricing to ensure we maintain competitive services.
- Goldmine development, maintenance and reporting with analysis.

### Other Functions:

- Communicate progress, challenges, ideas, and accomplishments to leadership on a regular and routine basis
- Work with management and staff to create goals and growth opportunity for individual staff and the team.

### Skill Requirements:

- Demonstrated marketing experience and results in a similar role, including electronic Marketing and Social Network Marketing.
- Excellent computer skills (Microsoft Office preferred) - strong word processing (MS Word), graphics (Power Point), and spreadsheet (Excel) skills, excellent written and communication skills.
- Maturity and professional/business demeanor to interact with corporate partners and co-workers
- Strong communication skills, both written and oral.
- Strong organizational skills, ability to handle many tasks at once and ability to prioritize tasks.
- Flexibility, attention to detail, adaptability, and the ability to learn new information quickly.
- Must work well under pressure.
- Ability to solve problems by thinking outside of the box
- A strong work ethic, self-motivation and ability to take the initiative in completing tasks.
- Maturity to deal tactfully and professionally with all levels of employees (being a team player).
- A strong commitment to customer service both internally and externally.
- Must be willing to travel up to 25%.

**Education & Experience Requirements:**

- Bachelors degree
- Five years of professional management responsibility

**Working Conditions and Travel Requirements (ADA):**

- Physical effort (ex: moving or carrying objects, standing for long periods of time) required to perform the essential functions of this job:
  - Physical effort may be required in connection with travel to seminars or conferences. Physical effort may include standing for long periods of time and/or moving or carrying luggage or equipment, such as an LCD projector.
- Extent to which concentration with one or more senses (sight, hearing, smelling, tasting, speaking and touch) is required to perform the essential functions of this job:
  - Sight is required to produce and review documents, to review marketing materials, and to perform market research. Hearing and speaking is required to communicate on the telephone and in person with team members, vendors, and clients. Touch is required to use the keyboard.
- Extent to which travel is required to perform the essential functions of this job:
  - Moderate travel will be required to attend events, meetings, etc. (unlikely to exceed 2 trips per month).