

Marketing Specialist (Medical Devices)

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Company: Michael Page

Location: İstanbul

Category: other-general

- To prepare annual and longer-term marketing plans,
- To diagnose and analyse brand, market and competitors through gathering competitive information, identifying drivers and refining segmentation according to customer needs,
- To develop brand marketing plans by integrating global roadmap with local needs,
- To plan, allocate and manage marketing budget relating to all marketing activities,
- To manage marketing process with dealers (dealer announcements, dealer complaint and request management),
- To coordinate all marketing advertising and promotional materials,
- To manage all marketing tools (email marketing, data entry, website updates, e-newsletter etc.),
- To work on pricing on fixed and variable price products,
- To collaborate with the sales functions to Support the dealers,
- To responsible for registering new products in the product tracking system,
- To support marketing activities and campaigns for the clients,
- To manage, follow up, and analyse customer complaints and make report for the high-

level management,

To prepare online marketing campaigns and manage launch events for the new products,

To produce social media content for company and manage company accounts,

Array

Bachelor's degree in Marketing, Business Administration or Biomedical Engineering.

Minimum 2 years of professional experience in Marketing, Product, or Brand management (medical device sector will be plus).

Willing to marketing career in preferably medical device sector.

Advanced computer skills and strong familiarity with the web (MS Office, related Web Portals).

Fluent in spoken and written English.

Knowledge of Adobe Photoshop is a plus.

Our client is one of the global medical devices companies in the world. For their future development plans, we are looking for a Marketing Specialist.

Join one of the global leaders in innovative hearing care solutions in medical sector.

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