



Title:	Marketing Manager	Reports to:	Director of Sales & Marketing
Date:	ASAP	Classification:	Exempt
Full/Part Time:	Full Time	Department:	Sales

Summary/Objective

The Marketing Manager's primary function is planning the strategic launch and brand marketing activities of Visbiome. The incumbent will lead the development and implementation of commercial strategies for ExeGi to quickly build market share, prioritize investments and execute on the operating plan.

Essential Functions

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Identify, develop, and evaluate marketing strategy, based on corporate Key Performance Drivers, market characteristics, cost and markup factors
2. Help Director of Sales & Marketing develop pricing strategies for product
3. Accountable for net sales and direct marketing expenses; lead development and execution of the operating plan including management of brand performance
4. Initiate market research strategies and analyze findings
5. Formulate, direct and coordinate marketing activities and policies to promote products and services working with advertising agencies
6. Conduct economic and commercial surveys to identify potential markets for products and services. Develop and maintain accurate, current database(s) of industry contacts for mailings
7. Compile lists describing product or service offerings
8. Manage internal and external Social Media marketing campaigns and day-to-day activities
9. Become an advocate for the Company in Social Media spaces, engaging in dialogues and answering questions where appropriate
10. Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising the Social Media campaigns
11. Monitor effective benchmarks (best practices) for measuring the impact of Social Media campaigns. Analyze, review, and report on effectiveness of campaigns in an effort to maximize results
12. Identify trade show in the region where exposure of the products would gain advantages for the company and increase sales
13. Work with advertising agencies to develop an exhibit and additional materials to promote Visbiome at trade shows
14. Coordinate and participate in national, regional and local trade shows
15. Other responsibilities as needed

Travel

Expected travel is 20%. Travel is locally, regionally and nationally.

Education and Experience

1. At least 5 years of experience in pharmaceutical or medical foods sales and marketing
2. Bachelor's degree business, science or related field.
3. Time Management
4. Proven brand management and marketing experience in pharmaceuticals or medical foods
5. Organizational Skills
6. Proven experience with new product launches
7. Social Media Proficiency

If interested, please send your resume and cover letter to: **info@exegipharma.com**