

SynergEyes is a leading expert in specialty contact lenses, providing a complete continuum of products for contact lens specialists and the patients they serve. The SynergEyes Vision is to improve the quality of life by delivering personalized vision around the world, and the team is driven by a set of core values to foster focus and teamwork.

Summary:

The Brand Manager is responsible for managing the overall business, products, and marketing programs for assigned categories and included product line(s). The manager has 5+ years of product / brand management experience in medical device or healthcare, preferably in a regulatory environment. This person is responsible for the development of innovative products and programs to grow category and product lines to achieve short and long-term business goals. Ability to manage, track and coordinate the multiple complexities involved in managing a category and brands. Currently this position is remote with potential travel up to 20%, which includes visits to our headquarters located in Carlsbad, California.

Essential Responsibilities:

Business Management:

- Responsible for market and industry expertise to identify business and product development opportunities.
 - Continuously monitors market trends and competitive intelligence
 - Drives market research
 - Develops the long-term strategy and defines path to market share gains.
- Identifies product development needs. Develops product launch strategies and defines differentiated positioning
- Manages business and strategy of assigned category and product lines.
- Sets and manages KPIs for products and category, tracks business performance and program metrics and recommends adjustments for continuous improvements.

Marketing Management:

- Develops and executes marketing plans and supporting tactical programs
 - Develops product positioning, messaging, packaging, and pricing strategy, and develops innovative support materials and programs
 - Creates and manages marketing initiatives, campaigns, lead generation and nurture programs (with supporting advertising, digital marketing, social media, collateral etc.) to drive sales
- Develops digital marketing and content development plans and calendars

Education and Experience Requirements:

- BA/BS required. MBA preferred.
- Minimum of five years of upstream and downstream brand management experience, preferably in medical devices or healthcare in an FDA regulated environment.
- Eye care industry experience is a plus.
- Ability to work autonomously and effectively multi-task in a fast-paced environment

- Understanding of technical requirements, specifications, documentation, development of marketing & sales collateral in an FDA regulated environment.
- Demonstrated experience taking products to market and growing product revenue year over year.
- Excellent interpersonal and verbal/written communication skills
- Experience with marketing automation systems like HubSpot.
- Comfort with CRM software
- Strong organizational skills
- Ability to think strategically, with strong attention to detail
- Strong analytical skills, business savvy and the ability to multitask are all essential.
- Strong proficiency with Outlook, Word, Excel, and Power Point.
- Ability to work effectively in remote environment
- Up to 20% travel may be required.

SynergEyes Benefits:

- Medical, Dental, Vision, Life Insurance and 401K match
- Flexible Time Off

If you are looking to join our Marketing team, please submit your resume! SynergEyes is an Equal Opportunity Employer and does not discriminate against applicants or employees because of race, color, religion, national origin, sex, age, citizenship status, various ability status, genetic information, sexual orientation, or gender identity or expression of an otherwise qualified individual, or membership in any other class protected by applicable law.