



JOB DESCRIPTION FORM

Position Title:	<i>Sr. Marketing Manager</i>	Department & Cost Center:	Strategic Marketing
FLSA Status:	Non-Exempt OR <u>Exempt</u> (Circle One)	Reports To:	Marketing Director
Job Grade:	17	Location:	United States, Americas, LNY Office-based
Date Approved by HR:	November 2010		

JOB PURPOSE: Senior Mktg Mgr PH&D -GMS

- Provide quality service to Laerdal's internal and external customers in all assigned tasks, while upholding Laerdal Values at all times.
- Positioning of Laerdal (LMC) products and services to new and current customers and distributors with focus on specified segment analysis. Actively develop and execute concepts, planning, implementation and evaluation of campaigns, programs, promotions and new product launches. Utilizes company resources to achieve annual sales, market share, and profitability objectives. Develop and implement sales related product and promotion information and training programs to support sales efforts.

DIMENSIONS:

FINANCIAL:

STAFF: Responsible for direct reports including Marketing Manager and Associate Marketing Manager.

OTHERS: Accountable to complete performance appraisals for direct reports.

PRINCIPAL ACCOUNTABILITIES:

- Accountable for maintaining a high level of engagement for team members and developing and enhancing their skills.
- Coaching and providing feedback in a positive manner
- Provide channel marketing management and sales leadership, including the development and execution of the proper campaigns and training for LMA's introduction of new products and services. This includes new alliance partners and acquired or outsourced products.
- A primary emphasis on indirect distribution, major contracts with multi-regional LMC impact and as the channel integration leader for new airway and spinal products and services acquired, outsourced or added to LMA's customer offerings through its alliance partners

- Analyze the channels of distribution used to reach defined market segments and develop strategies that maximize said channels and minimize channel conflict.
- Budgeting planning, forecasting and monitoring in cooperation with Sales and Segment Management, Business Unit Management and Finance.
- Generate improvement ideas that benefit Laerdal's distributors, customer base and the company.
- Responsible for compliance with ISO processes.

MAIN TASKS:

- Drive team performance by coaching and providing clear expectations and ongoing feedback.
- Increase bench strength of team by providing development opportunities and encouraging learning and skill enhancement.
- Develop and administer marketing and promotion plans and programs for assigned Therapeutic products that are aligned with the company's objectives and strategies.
- Develops and implements promotional objectives and strategies to defined markets. To include direct and indirect sales channels, and programs.
- Develop and implement programs to introduce new products, increase sales and profit contribution of existing products, and counteract competitive activities in the defined channel segments.
- Regularly collect and review information about main competitors' activities in their marketing mix and present reports to Business Unit sales and general management
- Oversee strategic projects as assigned by Management Assist in develop annual product line forecast and update monthly in conjunction with inputs from Sales.
- Monitor and address customer's and distributor's needs.
 - Propose product improvements and modifications as dictated by the market segment. Work with Global Product Management and/or Research & Development teams for implementation.
 - Interface with Marcom Team to develop effective communication strategies and integrate them into market focused promotion, programs and campaigns.
 - Incorporate a continuous feedback/input process (telephone and/or survey) with internal and external customers to actively utilize customer information in the development of promotional activities.

DELEGATED AUTHORITY:

Decisions that can be made by the job holder (final say):

- Maintain Laerdal Corporate Values, Quality Policy, and Code of Conduct

Decisions that have to be made at a higher level:

Approval rights:

KNOWLEDGE AND EXPERIENCE:

- Bachelor's degree, preferably in business administration or health sciences.
- Minimum of six plus year's marketing/sales experience demonstrating a hands-on approach.
- Experience in medical product or service marketing is desired. Medical sales or clinical experience is advantageous.

Licenses or Certifications:

- Must Complete CPR training on annual basis using Laerdal equipment and Learning Management System tools.

COMPETENCIES:

- Ability to work through and influence people that are not direct reports
- Ability to develop teaming skills within employees
- Computer literate; able to utilize IBM PC's effectively, including word-processing and spreadsheet applications.
- Strong interpersonal skills; utilizing positive reinforcement and teamwork.
- Must be creative, imaginative, have ingenuity and ability to communicate effectively using verbal and written communication skills.
- Ability to develop in-depth understanding of product line and its position in the marketplace.

WORK ENVIRONMENT:

- Work usually performed in an office setting

Working Hours:

- Hours may vary and will require evening and weekend work depending on business needs and will require working overtime.

Tools and Equipment Used:

- Personal computer, copier, fax, phone, and other typical office equipment

Physical Demands:

- Digital dexterity and hand/eye coordination in operation of office equipment
- Light lifting and carrying of supplies, files, etc.
- Ability to speak to and hear customers and/or other employees via phone or in person
- Body motor skills sufficient to enable incumbent to move from one office location to another
- Ability to lift and carry demonstration product (maximum of 90 pounds).

Travel:

- Travel up to 10-20 days per quarter for fieldwork to maintain close familiarity with field and competitive market conditions through contact with key customers. Flexible travel schedules requiring some weekend travel.

SIGN OFF	
JOB HOLDER:	DATE:
MANAGER:	DATE:

NOTE: This document is an outline of the primary tasks assigned and may be changed at the discretion of management, formally or informally, either verbally or in writing. All team members are expected to assist Laerdal in achieving its goals even if such tasks are beyond the scope of this outline. The job description does not constitute an employment contract, implied or otherwise, other than an "at will" relationship and is subject to change by the employer as the needs of the employer and requirements of the job change.