



ANDAU MEDICAL

ASSOCIATE PRODUCT MANAGER or PRODUCT MANAGER

COMPANY DESCRIPTION

Andau Medical is a fast-growing Canadian medical and dental device company focused on providing the market with quality, innovative technologies that improve patient outcomes and enhance the clinical experience in delivering exceptional patient care. We provide excellent opportunities for growth and learning, ensuring that work brings purpose and enjoyment to our team's life, all while having a work-life balance.

POSITION DESCRIPTION

Andau Medical is looking for a Product Manager or Associate Product Manager (depending on experience) to lead all product marketing efforts for a specified portfolio. The ideal candidate will have experience and comprehensive knowledge of product management, pricing, promotion, and vendor relations. This person must be able to drive business growth, and interact with internal Andau leadership and external partners and stakeholders on a regular basis. You will be responsible for providing guidance to our sales team by evaluating and developing marketing strategies, planning and coordinating marketing efforts, communicating marketing plans to stakeholders. You will also work closely with our sales team in executing strategies to maximize market share.

RESPONSIBILITIES

- Develop marketing strategy by deeply understanding the company, our customers and products. This includes a thorough understanding of the competitive landscape and which marketing efforts will deliver the most ROI to the business.
- Execute on marketing plans and tactics
- Taking a wholistic view of the company goals and determining how and where marketing can drive success: recommending options and courses of action; and implementing directives.
- Keep track of market trends and use this knowledge to design and develop strategies that keep Andau ahead of the curve for products and service.
- Work with the internal teams: Sales and Operations, to effectively position our product portfolio in the market for best sales success.
- Develop and review internal and external data and reporting to drive successful marketing decisions and plans; Conduct analysis
- Work closely with operations for product forecasting and ordering recommendations
- Provide support to the sales team
- Develop tools and training material
- Provide conference support and planning
- Respond to RFPs and RFQs
- Participate in projects as assigned

- Contribute to ERP and CRM projects
- Develop and foster vendor relationships

SKILLS AND QUALIFICATIONS

- Ability to create and maintain stakeholder relationships – internal and external.
- Knowledge and proficiency in Excel, Powerpoint, Zoho, Canva, Word, Teams and other Microsoft applications
- Strong analytical skills
- Proficient in marketing research and data review/analysis for decision-making.
- Familiarity with product management
- Able to make product presentations to internal and external stakeholders
- Ability to make decisions and keep projects on track by removing roadblocks.
- Ability to leverage customer insights, financials, and other data input to create strategies.
- A strong team member with the ability to foster work relationships through humility, respect, as well as deep product and process understanding.
- Ability to pivot, multi-task, accept and implement change
- Attention to detail and deadlines

REQUIREMENTS

- Post secondary education in Marketing, Business, or a related field is ideal with experience being considered in lieu of.
- Proven experience (1 - 2 years) in marketing related roles. New grads with a business degree will be considered for an associate role.
- Willingness to take on additional duties and projects outside of marketing as required
- Some experience or knowledge of digital marketing techniques
- Some travel and a valid passport is required

Please submit resume and cover letter to hr@andaumedical.com.

Andau Medical is committed to equitable, diverse, and inclusive initiatives in our recruitment processes as well as our corporate culture. We welcome applications from all qualified persons.

We thank all applicants for your submissions however, only candidates being considered for this role will be contacted.