



Job Description - CMO

Job title	<i>Chief Marketing Officer (CMO)</i>
Reports to	<i>CEO</i>

Job purpose

The Chief Marketing Officer (CMO) is responsible for Combinostics' marketing, communications and branding strategy.

Duties and responsibilities

The Chief Operating Officer (CMO) is responsible for the following:

- Development of Combinostics' marketing strategy, including planning of marketing events
- Communication including press releases, social media, internal communication
- Definition of value propositions and messaging
- Coordinating sales events including planning of exhibitions
- Development of product-related marketing material
- Branding and branding strategy
- Updating Combinostics' webpages
- Managing inbound and outbound lead generation to support sales
- Marketing activities including digital marketing, podcasts, planning of webinars
- Competitive analysis in cooperation with CSO and CTO

Qualifications

Required:

- Minimum 5 years in a marketing role in a medical device or healthcare company
- Excellent communication skills
- Fluent in English

- Documented experience from various marketing and communication activities covering all or most of the items listed in the duties section above
- Experience from working in the healthcare or medtech area
- Creative personality with an eye for good graphical design

Desired:

- Basic understanding of neuroimaging and neurodegenerative diseases

Direct reports

If additional persons are hired into marketing roles, they will report to the CMO.

Location

Location in Finland is desired but other locations including Nordics, Germany, and also US East Coast can be considered for the right candidate.