

Tokuyama Dental America (TDA) is an award-winning Japanese manufacturer that is recognized for its quality and reliability. TDA is a subsidiary of the Tokuyama Corporation based in Japan. Tokuyama Corporation is one of the largest and most advanced chemical and silicon manufacturers in the world. TDA is 100% committed to innovating Tomorrow's Dentistry Today. It is our mission to listen to your needs, incorporate your voice into the development of top quality dental products, and ensure our products meet the highest standards of the industry.

Position Overview

- Assist in developing, implementing, and identifying market strategies and drive tactics that leverage market trends, uncover unmet market needs, expand addressable markets and targets new markets or spaces.
- Manage & analyze results of marketing programs and recommend changes based on performance.
- Achieve trial and awareness impacts by identifying and activating key levers.
- Create engaging brand experiences that drive brand love and product value.
- Analyze direct and indirect competitors and develop strategies to capture market share.
- Provide market input to product road mapping process and business case development.
- Lead promotional activities, measure results, and deliver key insights.
- Assist in optimizing P&L

Communication & Public Relations:

- Deliver key product messages and features to educate potential customers.
- Drive the development, coordination, and delivery of all marketing materials and content, including brochures, website content, e-newsletters, training materials, distributor promotions, tradeshows, and other marketing tools.
- Project presentations to Tokuyama Dental America team.
- Establish business relations with media partners, key opinion leaders, and independent sales representatives.
- Develop creative printed and online ads to generate and retain leads.
- Develop web copy, catalog copy, full page ad copy, blog posts, e-articles, case studies, podcasts, videos, e-newsletters, SEO, social media marketing, and other related content to support inbound marketing campaigns.

Sales Support:

- Define go-to-market strategy to capture market share.
- Develop and implement channel and customer-specific plans with the sales team.
- Create and follow-up promotions and measure results and engagement.
- Support sales team with product training tools and ad-hoc materials.
- Monthly sales and market share reporting and analysis using Salesforce and Strategic Data Marketing software.

Specific tasks:

- Strong attention to detail and a willingness to make things happen are important.
- Must be able to work effectively in a fast-paced environment and meet deadlines.

Qualifications:

- Bachelor's degree in Business Administration, Marketing, or Communications is preferred.
- Master's degree is a plus.
- 3+ years 'experience as a Product/Marketing Manager is preferred.
- Proven experience in sales, marketing, or healthcare industry.
- Medical device marketing experience preferred.
- Proven experience in product lifecycle management.
- Excellent leadership and management skills to interact with staff, colleagues, cross-functional teams, and third parties.
- Strong work ethic.