

# Marketing & Communication Manager

## About HeartKinetics

HeartKinetics is a company active in e-health, specializing in medical solutions and dedicated to the remote screening and monitoring of patients with heart failure. Created in 2019, HeartKinetics began in the space field thanks to technology for monitoring the heart function of astronauts during their stay in space. Building on the results obtained as part of this ESA-funded project, HeartKinetics now aims to revolutionize the management of heart failure, the leading cause of death worldwide with nearly 65 million cases recorded.

By combining the accessibility of new technologies using only a mobile application, the precision of personalized medicine in real time (digital patient data management platform) and the power of artificial intelligence, HeartKinetics offers a solution fully integrated with the ultimate goal of intercepting the disease in patients at risk of developing heart failure even before the first symptoms appear.

## About the role

HeartKinetics is looking for a self-motivated, highly organized, and independent individual who is able to flourish and contribute in a fast-paced, growing and medtech environment.

The role will be responsible for market research and analysis, outreach and communications activities that contribute to increased sales, revenues, and market penetration in heart failure screening and monitoring solutions.

## Responsibilities

- Develop and implement marketing and communication strategies, plans and approaches to better position HeartKinetics and its products in the cardiology sector.
- Manage the company-wide marketing calendar, liaise across teams on outreach opportunities, chair the inter-team marketing committee to deliver a cohesive and comprehensive company-wide outreach approach.
- Identify, assess and coordinate outreach opportunities including (online) congress, conference and trade show participation, including preparation of materials for these outreaches.
- Lead the corporate-wide digital and social media strategy, including managing the vision, content generation, and distribution of newsletters, mailing lists, messages, blog posts, and/or any other outreach to external audiences.
- Ensure the company website is current, innovative and driving traffic.



- Collect and analyze key metrics to understand and inform marketing and communication strategies.
- Ensure with the product owner that the products and devices meet expectations through monitoring trends and obtaining client and partner feedback.
- Lead the generation and execution of sales campaigns, working closely with technical and sales teams.
- Support the sales and technical teams on new market opportunities, existing market penetration, sales tactics, and additions to the corporate sales playbook.
- Liaise with external communications partners, contractors, and media.
- Lead different marketing projects and work in collaboration with agencies and / or internal marketing team
- Lead the development of strong marketing and always-on global digital campaigns for the portfolio through innovative & contemporary marketing approaches.
- Develop the marketing department in line with the company's growth.

### **Required Qualifications / Skills**

- University or bachelor's degree in marketing and/or Communication or related field.
- 5 years of experience working in communications or marketing in a technology or life sciences company.
- Strong preference for experience in biotech, medtech or other healthcare driven sectors.
- Demonstrated cross-functional leadership skills to influence stakeholders and shape/lead growth vision, global marketing strategy and marketing tactics
- Experience in facilitating marketing material creation, conference organization and leading project management
- Excellent written and oral communication skills in French and English.
- Self-motivated, highly organized, and independent individual, able to function well in a fast paced, growing environment.

### **Asset Qualifications / Skills**

- Post-graduate scientific degree is an asset.
- Innovation - develop new ideas through collaboration and execute on creative ideas
- Team oriented - ability to motivate and work well with diverse, global and cross-functional teams
- Influencing skills - ability to motivate individuals and demonstrate organizational influence
- Demonstrated ability to analyze and resolve problems.
- Demonstrated ability to lead programs / projects.
- Ability to document, plan, market, and execute programs.
- Experience working in WordPress for website maintenance and Adobe Illustrator is a strong asset.





We offer the opportunity to work in a dynamic, creative, and challenging environment driven by passion, autonomy, and expertise. You receive a competitive salary package, including extra-legal advantages.

Please forward a copy of your CV/resume (not to exceed two pages) and a cover letter, if you wish, to David Haine at [david@heartkinetics.com](mailto:david@heartkinetics.com).

