



To strengthen our global team at our Basel headquarter, we have immediate openings for

## Senior Brand Manager (m/f/d) Junior Brand Manager (m/f/d)

Brand Management is responsible for actively refining brand positioning, growing brand value, and managing product-life-cycle of our implant & biologics brand portfolio with global scope. You will develop and align the strategic and operational medical marketing-mix to reach revenue and growth targets for your assigned implant brand. Success will not only be driven by high strategic, planning and project management abilities, but also by personal dedication and direct involvement in execution of major campaigns/projects. You will work in close co-operation upstream with R&D and clinical science, as well as downstream with the sales team, international dealers, and key-opinion-leaders. Our Brand Management Team is located in Basel, Switzerland, as well as Birmingham, Alabama, USA.

### Your Tasks

- Develop marketing strategy, and define marketing-mix, including operative marketing programs/campaigns to reach growth and revenue targets
- Actively manage the product life cycle by developing new products and services according to market needs and in alignment with all internal stakeholders
- Lead/initiate content creation by defining marketing media for your brand and provide briefings to the creative team
- Define/refine brand positioning and medical claims to achieve distinct differentiation
- Identify market needs/trends, develop market segmentation, competitive analysis and market intelligence
- Develop business cases, forecasts and ROI calculations for product launches, product variations, and maintain a solid set of analytics to track performance/goal achievement
- Support product documentation and MDR compliance in collaboration with R&D/Regulatory, creating ifu, work instructions, PMCF
- Initiate scientific studies in accordance with medical marketing targets to support product claims, and build strong relationships with KOLs
- Spearhead and support local marketing & communications initiatives, including education, training, events

### Your Profile

- Graduate and/or post-graduate degree in Business/Marketing, ideally in combination with a degree in Engineering/Technology or Science/Medicine
- Track record in medical marketing as Brand- or Product Manager with at least 3 years (junior) or 5-7 years (senior) of professional experience in dental implantology or medical devices
- Fluent in English and at least one other European language
- Highly motivated team player with the skills and abilities to get things done in an entrepreneurial, hands-on spirit
- Open-minded character embracing opportunities to learn in different assignments, upstream and downstream, interacting with a growing global organization
- Good presenter and communicator convincingly presenting or moderating in meetings, webinars or videos
- Welcoming frequent travel in Europe as well as internationally to closely interact with our customers, key-opinion-leaders, partners, and teams

### Your Prospects

- Leave your mark and grow your career in a dynamic, successful and very strong group of companies in dental / oral reconstruction
- Enjoy a challenging job in a diverse and inclusive global team with attractive employment conditions

At BioHorizons Camlog, we produce innovative products for implant dentistry. With our comprehensive portfolio of implant systems and biomaterials, we are one of the global market leaders. We owe this position not only to customers who value us as a reliable partner, but also to our highly motivated teams. They ensure the continuous development of our products and processes as well as building long-lasting relationships with our customers, partners, and stakeholders.

**Do your expectations and qualification match? We look forward to receiving your application**  
[www.camlog.com/apply-online](http://www.camlog.com/apply-online).

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