

Job Title

Product Manager

Job Description

Within the Marketing Department and under the direction of the Marketing & Communication Manager, the Product Manager oversees the following missions:

Digital web marketing

- Creation of content and updates of digital tools and supports (website, videos, etc.)
- Animation of social media (LinkedIn and YouTube) and control of the company's "e-reputation"
- Optimization of referencing and positioning in search engines (SEO campaigns) in collaboration with a dedicated agency (...)

Technological and competitive intelligence

- Monitoring and analysis of market trends and competition through quarterly reports
- Occasional monitoring of specific themes in the context of new product developments (...)

Product Marketing

- Participation in the development of internal and external communication materials (brochures, presentations, videos) in conjunction with the various stakeholders (agencies, printers, internal departments)
- Participation in the organization of company events (...)

Sales support

- Elaboration of supports within the framework of the product launch
- Punctual participation in the good organization of the presence of Robocath during congresses, conferences or any other event and execution of their promotion on all digital supports

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permanent contract

Duration (except permanent)

N/A

Salary Range

from €40.000 to €45.000

Bonus

10% of the annual salary (target bonus)

Desired Start Date

JAN 2023

Job Location

Rouen

Business Trips Frequency

Occasional

Required Profile & Desired Level of Education

BAC+5 in Marketing / Digital Marketing / Innovation Marketing / Product Marketing / Health Marketing
Minimum 3 years of experience in the Medical Device or Healthcare sector

ABOUT ROBOCATH

Founded in 2009 by Dr. Philippe Bencteux, Robocath designs, develops, and markets robotic assistance solutions dedicated to the treatment of cardiovascular diseases. A player in the robotic transformation of the medical sector, these developments aim to increase the gesture performed thanks to precise technologies that are complementary to current interventional methods.

R-One™ is the first robotic solution developed by Robocath. R-One integrates a bionic, unique and proprietary technology to secure and optimize coronary angioplasty with robotic assistance. This medical procedure consists of revascularizing the heart muscle through the implantation of one or more implants (stents) in the arteries that irrigate it. An operation of this type is performed every 30 seconds worldwide. R-One is designed to intervene with precision and perform very specific procedures, all in an improved work environment. Thanks to its open architecture, R-One is compatible with most coronary angioplasty devices and catheterization rooms.

In a prospective, controlled, and randomized pre-clinical study, the efficacy and safety of R-One was demonstrated with a 100% technical success rate and no major adverse cardiovascular events (MACE). The device was CE marked in February 2019 and its clinical application started in September 2019. The solution is now present in Europe and Africa.

Ultimately, Robocath ambitions to become the world leader in vascular robotics and to develop remote vascular emergency management (VEM) to ensure the best care path for all. Based in Rouen, France, Robocath has more than 70 employees.