

Marketing Communications Specialist EMEA

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Company: Abbott

Location: Zaventem

Category: business-and-financial-operations

For our Heart Failure division, we are recruiting a Marketing and Digital Communications Specialist EMEA to be based in Zaventem, Belgium.

The Marketing and Digital Communications Specialist will report to the Marketing Director EMEA and (s)he will manage and develop the marketing and digital communications to ensure smooth product launch, campaign, congress strategies and focus on EMEA markets, while supporting the company's strategic goals, initiatives and priorities.

Role and Responsibilities:

Develop and execute measurable, multi-channel communications strategies and sales enabling campaigns to support the commercialization of Abbott solutions for the Heart Failure (HF) division.

Organize and manage congress participation. Managing sponsorship package with congress organizers, 3rd party booth builders as well as events around congresses

Create, lead and execute initiatives to enhance the sales enablement communications and tools for the regional sales organization, using established department procedures and tools

Build relationships with key country leadership teams in order to effectively execute marketing communications programs in support of country specific, EMEA and global Abbott priorities. Accountable for delivery of the campaign management process from kickoff to regular (monthly or quarterly) data reports and updates that encompasses budget and measurable results.

Partner and collaborate with outside agencies/vendors to ensure initiatives meet expectations.
Supervises and/or coaches Marketing Communication contractors, vendors and other staff.

Lead content strategy for specific Abbott organized EMEA and regional events.

Support and guide EMEA affiliates and distributors in communication efforts for local events and congresses.

Support initiatives to strategically develop and deploy content across multiple channels, especially measurable digital channels.

Work closely with Marketing Operations to manage all content through proper Regulatory, Quality and Legal reviews in compliance with existing Standard Operating Procedures (SOP) for Marketing Communications.

Contribute to the development and manage annual marketing communications and budget plans. o Works collaboratively across the company to ensure plans and activities are coordinated and integrated.

Your Profile:

Bachelor's or Master's degree in communications, Marketing, Public Relations, Journalism, Advertising Communications or equivalent

5+ years working experience with similar responsibilities in the environment of preferably a larger multinational company within the medical device, pharmaceutical, healthcare business or similar at a communication agency, with good business understanding.

Experience working with a global brand.

Experience working with sales enablement tools, including web and mobile apps.

Ability to work within a team and as an individual contributor in a fast-paced, changing environment and be capable of juggling multiple priorities and many demanding stakeholders with minimal supervision.

A passion for working in the healthcare industry and an entrepreneurial, take-charge, change-agent spirit are wanted.

Sales experience or equivalent understanding how sales are enabled through Marketing

Communications.

Ability to apply strategic thinking, as well as attention to detail.

Strong verbal and written English communications skills with ability to effectively communicate at multiple levels in the organization.

Strong organizational and follow-up skills, as well as attention to detail.

Abbott offers an attractive salary package combined with good opportunities to grow and develop while working in a truly international work environment.

If you recognize yourself in this profile and you would like to know more, please apply online.

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