

## **Pacific Bioscience Laboratories, Inc. – Job Description**

# **Professional Relations & Events**

### **SUMMARY**

The Professional Relations & Events position is responsible for leading, managing and driving all efforts toward earning and leveraging the endorsement of key opinion leaders in the skin care profession, and for leading, managing and driving all PBL trade show and event activities (exclusive of retail in-store demos & events).

### **REPORTING**

The Professional Relations & Events position reports to the Professional Marketing Manager

### **DUTIES AND RESPONSIBILITIES**

#### *Corporate Management –*

- Work in partnership with the management team to review and update the PBL strategic plan as needed.
- Work across functional areas to build the business.
- Contribute in particular to the development and execution of our Professional Marketing plan
- Manage the tradeshow and professional relations budget

#### *Professional Relations Management –*

- Own responsibility for building & leveraging the endorsement of key opinion leaders. Includes dermatologists, plastic surgeons, cosmetic surgeons, aestheticians, nurse practitioners, selected GPs & OB/Gyns, and medical, resort, destination and hotel spas. Includes KOLs of national prominence, as well as regional & local KOL support.
- Set the professional relations strategy in synch with our overall professional marketing strategy.
- Manage internal public relations efforts to include programs, successes, PR and other items pertinent to the complete organization.
- Lead all professional endorsement-building activities, including but not limited to:
  - Marketing Advisory Board
    - Maintain continual contact
    - Manage MAB contracts
    - Manage activities & meetings
    - Fully leverage each member's potential
    - Measure ROI
  - Certified Clarisonic Educators Network
    - Manage and grow the program
    - Measure ROI
  - KOL Liaison Program
    - Develop & manage the program
    - Build our network of KOLs
    - Maximize the active endorsement of these KOLs
  - Regional & Local KOL Support
    - Assist territory sales managers in identifying local & regional KOLs
    - Work with territory sales managers in building and leveraging the support of regional & local KOLs
  - Association Liaison

- Actively nurture relationships with key professional associations, including but not limited to the AAD, Womens Dermatology Society, Skin Cancer Foundation
- Manage Professional Journal Editors
  - Treat editors as a subsidiary of KOL list. Be actively looking for publication placement opportunities, additional advertising opportunities, and editorial opportunities.

#### *Trade Show & Event management –*

- Evaluate all tradeshow opportunities and determine best placement for Clarisonic through using measured data and team feedback.
- Coordinate trade shows, including show selection/recommendations to meet brand recognition and cost objectives, booth setup, staffing, pre-mailing and communications, lead generation and tracking, and freight.
- Plan, organize and implement local marketing programs and events to impact short- and long-term regional sales goals, customer awareness and brand recognition goals.
- Support Retail Marketing vendor and service events including planning, venue identification, budgeting, attendee management, tracking of results and post-event review.
- Liaise with Sales in the development and execution of events.
- Provide post-event analysis/ROI reports.

#### *Professional Advertising –*

- Create a publication plan for the year and manage advertising opportunities
- Evaluate all publications for the best value-added opportunities
- Maintain ongoing relationships with editors in order to stay apprised on editorial opportunities
- Provide ROI on advertising in order to measure success—
- Work closely with all other departments (including Clinical, Sales, R&D, Finance and Operations) to leverage their resources and expertise
- Maintain and communicate strong knowledge of our target professional market(s)
- Understand and communicate professional needs and requests to appropriate internal departments
- Monitor competitive products and marketing activities
- Contribute to CLARISONIC brand development and strategy
- Other projects and duties as necessary

## **QUALIFICATIONS**

- Ability to communicate effectively, both orally and in writing.
- Excellent large-group presentation skills
- Strong interpersonal and communication skills.
- Confident, secure, outgoing
- Bachelors Degree in Marketing or related field; MBA a plus
- Minimum required experience -- 5 years of relevant experience (can include a combination of experience in professional relations, marketing, sales; and/or as aesthetician, nurse, practice manager, trainer, educator)
- Record of progressive responsibilities and significant accomplishments
- Excellent business relationship skills. Must be a team player able to work with a variety of organizational functions
- Structured and logical, clearly articulating our strategy to customers, internal employees and all stakeholders