

## Job description

# Customer Communication Specialist – Marketing and Public affairs

## About Us

ConvaTec is a global medical products and technologies company, with leading market positions in ostomy care, wound therapeutics, continence and critical care, and infusion devices. Our products provide a range of clinical and economic benefits, including infection prevention, protection of at-risk skin, improved patient outcomes and reduced total cost of care. ConvaTec has over 8,000 employees, with 11 manufacturing sites in 8 countries, and we do business in more than 100 countries.

## Position Purpose:

Responsible for the planning and execution of marketing communications activities, including strategy & planning, internal/external communication execution & support, client interaction, websites creation & management, resource & budget management.

This is a generalist position, you will be asked to complete a variety of assignments in this broadly defined role.

## Duties and Responsibilities:

- Using thorough knowledge of marketing and communication tools, influences and implements marketing communication strategies.
- Utilizes thorough expertise to suggest opportunities for internal and/or external communications, understanding both the business and customers' needs
- Executes and leads multi-channel marketing communications and promotion efforts (e.g. print, web, media).
- Manages websites (internet and intranet) including: elements of design (navigation/user interface), administration (content management), release (coordination and implementation of new content, including site updates), brand management, and maintenance (IT support)
- Implements the marketing communication strategy through maintenance and execution of communication channels (e-mail marketing, social media, blogs, mobile marketing, web content) by sourcing, writing, editing and publishing content
- Manages material production/storage/logistics
- Collaborates with sales teams to drive brands/products through marketing and sales cooperation.
- Forecasts, budgets and manages relationships with ad agencies and market research vendors. This is a blend of strategic and tactical marketing.

## Desired Skills and Experience

### Required Qualifications

- Bachelor/Master's degree in relevant disciplines (marketing, public relations or communications is highly preferred)
- 3+ years marketing and communications experience
- Strong written and verbal communication skills, including the talent to convert complex technical information into accessible, clear messaging.
- Fluency in Swedish and English.
- Deep understanding of traditional and new media, including social media expertise.
- Structured and analytical with good planning and implementation capacity
- Computer Skills including website development systems, photoshop and similar software packages.

### Preferred Qualifications

- Professional, outgoing, and enthusiastic attitude with the ability to network effectively and establish relationships with customers, partners, media contacts, influencers etc.
- Proven ability to work effectively with all levels of an organization and partner across various internal departments (including finance, marketing, customer support, sales etc.)
- Good organizational, multitasking and strategic planning skills, coupled with the willingness to learn new skills
- Strong presentation and storytelling ability; able to construct creative narratives that captivate, influence, persuade targeted audiences.
- Ability to "think on your feet" and adapt quickly to changing, fluid circumstances
- Strong marketing strategy expertise.
- Experiences from Med-Tech industries

If you meet the above criteria and if you're looking for an employer who is strongly committed to developing talent and rewarding achievement, come grow with us at Convatec. We offer a competitive salary, necessary working tools and a friendly atmosphere.

Please send your CV and an application letter in English to the following address:

[convatec.kundservice@convatec.com](mailto:convatec.kundservice@convatec.com)

We reserve the right to contact only those applicants whom we chose to pursue this recruitment process with.