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Associate Marketing Jobs in Flower Mound, TX
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Marketing Associate

Flower Mound, TX

\$50K - \$99K (Glassdoor est.)

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Rating Highlights

Compensation & Benefits : 4.1★

Culture & Values : 4.2★

Career Opportunities : 4.1★

Work/Life Balance : 3.8★

Job & Company Insights

Job Type : Full-time

Job Function : marketing manager

Industry : Manufacturing

Size : 10000+ Employees

Job

As a Marketing Associate with Stryker, you will execute brand strategies and identify new opportunities for assigned products, product lines, lines of business, or on a company-wide campaign basis. You will be responsible for brand-level development including market analysis, product acquisitions, and brand management. In addition, you will be tasked with managing marketing materials to establish product branding and messaging, as well as, developing and implementing product education, publication and other promotional activities to communicate product positioning and lifecycle development of products to customers. Leveraging consumer insight and market research to determine new marketing and product opportunities.

Responsibilities:

- Provides support to marketing managers in the development and sales support of one or more marketing segments.
- Helps to coordinate and develop marketing tools, assists with trade shows, literature development, presentations and publicity.
- Provides sales support to account managers with regard to fact finding, information gathering, assistance in proposal development, customer site visits, customer sales calls.
- Collect, analyze and maintain an up-to-date library of competitive product information.
- Provide input on new product development.
- Provide sales training on assigned products, as required.
- Participate in customer visits as requested.
- Participate in the pursuit of new business opportunities and new markets, as necessary.
- Coordinate orders with customer service.
- Provide unparalleled sales support by answering questions/resolving account manager/customer questions.
- Provide sales force with competitive and technical data on a timely basis.
- Will work with designated Product Manager(s) to support product line development.
- Will assist in managing product commercialization planning, execution, and post-launch tracking of performance relative to stated financial targets.
- Will create, manage and update process documents to guide continuous improvement and commercialization efficiency.
- Will assist with digital channel content development & track utilization in coordination with Sales Enablement and MarComm.
- Will serve as liaison to MarComm and agencies for creative development.
- Will develop creative assets (flyers, presentations, etc) as needed to support strategic marketing initiatives.
- Will lead collateral review efforts related to new asset creation.

Minimum Qualifications:

- Bachelor's degree in Marketing, Sales, Advertising, Business or related field.
- Excellent analytical and negotiation skills.
- Demonstrated written and oral communications skills including ability to speak effectively in front of large groups of people.
- Excellent organizational skills.
- Ability to handle multiple tasks and projects.
- Strong word processing and spreadsheet skills are essential, as are experience in project management.
- Experience in marketing, technical marketing, sales, technical sales/sales engineering, or R&D within medical, pharmaceutical, or other relevant industry preferred.

Work From Home: Occasional

Travel Percentage: Up to 50%

Stryker Corporation is an equal opportunity employer. Qualified applicants will receive consideration for employment without regard to race, ethnicity, color, religion, sex, gender identity, sexual orientation, national origin, disability, or protected veteran status. Stryker is an EO employer - M/F/Veteran/Disability.

Stryker Corporation will not discharge or in any other manner discriminate against employees or applicants because they have inquired about, discussed, or disclosed their own pay or the pay of another employee or applicant. However, employees who have access to the compensation information of other employees or applicants as a part of their essential job functions cannot disclose the pay of other employees or applicants to individuals who do not otherwise have access to compensation information, unless the disclosure is (a) in response to a formal complaint or charge, (b) in furtherance of an investigation, proceeding, hearing, or action, including an investigation conducted by the employer, or (c) consistent with the contractor's legal duty to furnish information.

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