



COMPANY PROFILE



InHealth Technologies, A division of Helix Medical, LLC, is a world leader in the field of tracheoesophageal voice restoration after total laryngectomy. As an ENT company in the fields of laryngology, otology, rhinology, sinus and emergency medicine, our innovative products enable surgeons and speech language pathologists to improve the quality of life for their patients.

Helix Medical LLC is a dynamic, innovative, growth oriented Company specializing in the design, manufacturing, marketing and sales of silicone based medical and biotechnology devices and components. We are a global leader in the medical device industry with 20 years experience that is focused on silicone medical devices and components. We excel in custom device/component manufacturing for large Medical Device customers and also manufacture and market our own line of products for the Pharma/Biotech industries.

POSITION TITLE

**Product Specialist**

POSITION DESCRIPTION

Oversight of internal IHT projects as assigned by the Product Marketing Manager, responsibilities include but are not limited to: Works with IHT Management and Marketing to create, implement and track marketing research surveys, competitive analysis and IHT International Distributor reviews which can be used for product development and business unit growth. Works with R&D and Manufacturing Engineering in support of product projects to meet timely market release. Works with IHT Management and Marketing to provide consistent and timely communications with internal departments (Sales, Customer Service, etc) and external customers (IDIS, DIR, VA & PAT).

PRINCIPAL ACCOUNTABILITIES

**Market Research 40%**

Works with IHT Management to create, implement and report on the following market research activities, but not limited to:

- IHT product surveys.
- Analyze domestic and Int'l historical sales, units and profitability of IHT products and product lines.
- Analyze competitive alternatives and their impact on IHT product sales.
- Evaluate market trends and emerging technologies.
- Evaluate existing IDIS Customers and evaluate potential new IDIS customers

Measurement: Review of the quantity, quality and effectiveness of research projects.

Weight: 40%

**Project Coordinator 30%**

Following leadership of Product Marketing Manager, works with R&D, Engineering, Production and Marketing Communications departments to initiate and manage product related projects. Acts as a dedicated, bi—directional conduit for communication between all departments involved in a project and coordinates all project timelines to coincide with launch/release dates to reduce costs and expedite product release.

Measurement: Review of completed projects and their timelines

Weight: 30%

## **Marketing Communications 30%**

Responsible for:

- Consistent and timely communication to all IHT employees on project status, timelines and release information.
- Emphasis on keeping all sales reps, customer service reps and international distributors current on the discontinuation, revision or release of a product.
- Assist in the development of sales literature/collateral to help build positive product perceptions to customers that supports overall sales goals.
- Occasional travel to trade shows, seminars and training courses to interact with established and new Professional relationships in support of overall sales and marketing strategies.

Measurement: Monitoring of communication efforts and assessment of staff and distributor preparedness.

Weight: 30%

## **JOB STANDARDS**

### **Essential function**

Project Management and Market Analyst

### **Physical requirements**

Involves sitting, standing and/or walking, with frequent ability to exert up to 10 pounds of force to move subjects and occasionally exert up to 20 pounds of force to move objects.

### **Physical activity**

Fingering, ability to pick, pushes or presses with fingertips. Grasping, ability to apply pressure to an object with fingers and palm of hand. Hearing, ability to receive detailed information through oral communication and to make discriminations in sound perceiving their nature with no less than 40db loss @ 500 Hz, 1000 Hz and 2000 Hz. Reaching, extending hands or arms in any direction. Repetitive motions, physical ability to sustain movements of the fingers, wrists, hands or arms. Talking, ability to express or change information by means of the spoken word.

### **Experience, education or skills**

One-year minimum marketing or customer service in the medical device industry.

Knowledge of company products and services.

Strong verbal, written and interpersonal skills to effectively work in a team environment.

Ability to manage multiple projects, track progress of projects and stay on schedule.

Proficient in Helix Medical software programs, such as: MFG/PRO, Microsoft Word, Excel.

**This job description is not intended to be all-inclusive. An employee may also perform other reasonable related business duties as assigned by immediate supervisor or management.**

**Please reference job code: IHTPS07**

Submit your resume to:

Helix Medical, LLC

Attn: Career Opportunities

1110 Mark Avenue.

Carpinteria, CA 93013

Fax (805) 566-3887

Email [careers@helixmedical.com](mailto:careers@helixmedical.com)