

Send your application in English to:
jobs@bkmedical.com

Mark the application:
"Marketing Channel Specialist"

We conduct interviews as we receive
applications



Marketing Channel Specialist

*Would you like to be part of our dynamic,
global marketing operations team?*

Marketing Channel Specialist

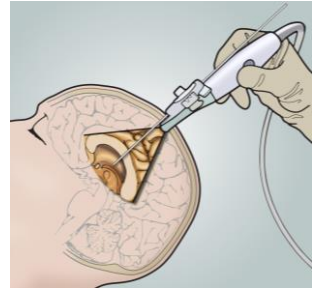
We are looking for a marketing specialist who will interface and work with our direct sales teams in Europe and our distributor sales teams worldwide. You will assist the sales teams in drawing up plans for local marketing initiatives and execute these. This will include digital marketing, tradeshow presence, campaigns and collaterals etc. You will be part of our marketing operations team who are located in Herlev, Denmark and in Boston, USA. This post is located in Herlev.

Main responsibilities

- Liaise with Field Marketing and sales managers to ensure that there are communication plans in place
- Assist sales teams with social media plans and the best use of the available assets
- Ensure that sales teams have access to the correct assets for their websites and give advice
- Ensure that direct and distributor sales have access and advice on using the correct assets for tradeshows both virtual and inperson
- Work with Field Marketing, Sales Managers and distributors to coordinate local email campaigns, including the structure needed for sharing of customer email databases
- Ensure a cadence of communication to sales about marketing materials and product information
- Collect information about the need for tailored collaterals and prioritize these with Sales Management and marketing
- Work with sales management and business intelligence to ensure that there is reporting on generated leads from campaigns, website and tradeshows using CRM as appropriate

BK Medical is committed to designing ultrasound systems that help surgeons image, guide, intervene, and navigate inside the human body. Surgeons are our customers, and they range from HPB surgeons, neurosurgeons, and robotic-assisted surgeons to urologists, colorectal surgeons, and more.

At our European headquarters in Herlev the work atmosphere is casual, and our organizational structure is flat. We have a good staff canteen focusing on health and variety, we have private health insurance and pension plans as well as social joint events and several staff clubs.





Marketing Operations



Hilary Cox Thomsen
Snr Director Marketing Operations
☎ +45 4452 8150

We are part of a global organization with our office in the European Headquarters in Herlev, Denmark.

Our marketing operations team consists of 14 people, 8 in Herlev and 6 in Boston, USA. We are responsible for all, marketing collaterals, digital marketing and campaigns, user documentation, events and trade shows, branding and communications to the field.

We support our global sales teams with the materials they need to enhance their sales.

Our user documentation team is responsible for the information customers receive with their equipment. This includes; user manuals, data sheets, quick guides etc, plus localization in 22+ languages..

We work closely with R&D which is located in Denmark , as well as Clinical Marketing, Commercial Marketing and Product Strategy groups in both Denmark and US.

Innovative Products

We are looking for employees who are as driven and motivated as we are. Employees who are passionate about developing products that can help surgeons make decisions that can improve outcomes for patients.

Below are some of the many products we are proud to have developed.



Our products are designed for ultrasound examinations in:

- Surgery
- Urology
- Pelvic Floor
- Colorectal

The Robotic Drop-In ultrasound transducer is used during surgical procedures to visualize organs. It is inserted through a trocar in the abdomen and can be controlled by a robot.

The ultrasound images help the surgeon in decision making during surgery.

The bkSpecto is one of our latest developments. This unique scanner has very high image quality as well as an easy-to-use glass interface

BK Medical



Intraoperative Ultrasound

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Our mission at BK is to enable real-time intraoperative guidance during surgical procedures, giving surgeons the information needed to immediately make critical decisions. Our products are designed and customized for surgical procedures, to help surgeons save time and get results.

As market leaders, we work closely with experts and universities to provide the best solutions to clinical challenges.



Research and Development

BK Medical has development departments in Denmark and the US. The largest development team is based in Denmark with approximately 90 employees, while there are 11 employees in State College, Pennsylvania. We do development in software, hardware, mechanics, signal processing, and advanced algorithms.

When it comes to research, we have collaborated with the Technical University of Denmark (DTU) for more than 20 years. Together, we have completed 2 high technology projects for advanced ultrasound imaging. We are currently part of a large-scale project with DTU, Danish hospital Rigshospitalet, and the University of Copenhagen concerning extreme high-resolution ultrasound.



Global Organization

BK Medical is an international company with sales offices all over the world, and European headquarters in Herlev, Copenhagen. We have approximately 650 employees, 170 in Herlev. In 2020, we booked revenue of USD 163 million.

At BK Medical, we support employees in developing their skills and expertise. We have a professional and informal organization with flexible working conditions and a flat organizational structure.

We are effective and can execute our ideas into strong products – these ingredients make BK Medical an exciting and development-oriented workplace.

We look forward to welcoming you to a team that makes a difference – a difference to quality of life.

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