



At Imactis we believe in **Interventional Radiology innovation**, for the benefit of physicians, of caregivers and patients: **minimally invasive procedures for a better quality of life**

As a team, we value **diversity and true engagement**; we are passionate about **designing user-friendly solutions**, contributing to the **improvement of clinical outcomes**.

Marketing Manager



Founded in 2009 in the French Alps, **IMACTIS** develops and markets an enabling solution for interventional radiologists. These skilled physicians often struggle when inserting long needles to reach targeted organs, along critical pathways, under CT-scanner guidance.

With its award-winning **CT-Navigation™ system**, percutaneous interventions such as biopsies or tumor removal or osteosyntheses, otherwise perceived as too risky, become simply feasible, safely and in a more predictable time, while reducing radiation exposure. Each procedure is performed using a single use patient kit, namely **NaviKit™**.

CT-navigation™ is rapidly gaining momentum in Europe, with an installed base of 43 systems, many of which are used daily by KOLs in high visibility institutions. For instance, 6 of the 18 French National Cancer Centers, and 6 of the top Paris University hospitals are now equipped. Installations include several prestigious sites across Europe.

With its recently gained FDA approval, Imactis is now entering the U.S. market, via direct sales, and successful first steps. With the recent addition of a VP Sales, North America, our organization is gearing up to face its growth. We are looking for our **Marketing Manager**, who will completely revamp Imactis's look and feel, and enhance our solution's perception in the healthcare community, leveraging all current tools such as a new website, social media and scientific communication.

Our team of 20+ associates is diverse, complementary, and enjoys the surroundings of Grenoble, a campus-city surrounded by the snow-capped Alps, known for its medtech innovation and sports-minded, young population.

Position Summary

Reporting directly to our CEO, you will work closely with the Sales and Clinical Applications teams, as well as the QA/RA team. You will build and maintain a strong, dynamic and positive image for Imactis and its successful technology, creating a genuine follower group in the fast-growing, highly competitive interventional radiology community. You will leverage the daily news that come from the field (procedure

outcomes, new installations, congresses...), turning them into shared success stories; you will update our website, monitor our global communication using social media and scientific publication. You will ensure that all material (corporate and product brochures, exhibition material, videos...) is consistent with our new graphical charter, currently under finalization.

Thanks to a first, successful experience in medtech, as Product, or Marketing, or MarComm Manager, you feel at ease in our regulatory environment. As a native English speaker and a genuine team player, you are outspoken, and you are looking forward to joining your mostly French-speaking colleagues.

Main responsibilities

- Coordinate the design of promotional material, distribute in online and offline channels
- Recommend, implement and maintain corporate website design and operation
- Plan, execute & occasionally attend congresses, symposia and workshops, and flawlessly follow-up
- Craft and send regular newsletters with company updates
- Join social media groups and professional platforms
- Network with industry experts and potential clients to drive brand awareness
- Gather user feedback to inform sales and product teams
- Copyedit, proofread, and revise English language communication material
- Generally inform all company stakeholders on any and all relevant news

Qualifications

Minimum Requirements:

- +3-5 years of operational marketing experience in the medical device industry
- A Bachelor's Degree in Marketing, Business, or Science is preferred
- Capacity to travel occasionally
- Perfect command of English (full native level)

Specialized Knowledge and Skills

- Hands-on experience with web content management tools, such as WordPress
- Proficiency in MS Office tools, and PhotoShop or similar image editing sw
- Knowledge of SEO and Google Analytics
- Experience with marketing campaigns on social media
- Excellent written, verbal and presentation skills
- Able to work both independently and cohesively, and to communicate effectively with a Europe-based team, with full awareness of cultural differences
- Self-starter, comfortable working in a dominantly French-speaking environment
- Effective time management & multi-tasking skills
- Experience with Slack or Teams for communication
- Knowledge of French is not mandatory

Compensation :

- Based on experience
- Performance bonus 10% on target
- Based in Grenoble, France

- Contact : recruiting@imactis.com