



Joylux is a global health technology company creating home-use LED-based medical devices and consumer products to help improve pelvic floor disorders in women. Our products are sold in over 17 countries around the world. We are passionate about creating innovative products to transform women's intimate health and empower women to live their best lives.

Position: Marketing Manager

Job Position: Full Time

Job Location: Seattle

Reporting Structure: VP of Marketing

Overview:

Joylux Inc. is seeking a Marketing Manager to drive awareness, professional programs, and sales drivers in the women's intimate wellness market. The ideal candidate will conceptualize and drive national and international marketing campaigns. This position will consider all global market needs while aligning to the brand values in order to deliver robust, impactful, and executable consumer and professional-facing marketing activations. The Marketing Manager is a strong leader influencing cross-functional internal teams including creative, project management, production, product development, social, PR, digital, sales, and e-commerce. They will be able to present and inform senior management and global partners with insights, competitive intelligence, and trends in order to drive sales results. We are looking for a highly motivated individual who is self-sufficient and enjoys being part of a dynamic team. The ideal candidate is resourceful, organized and excels at building long-term relationships.

Job Responsibilities (including but not limited to):

- Have a strong understanding of how to interpret consumer research, global market trends, and competitive products in women's intimate health and anti-aging beauty to advise senior leadership
- Develop marketing plans and campaigns that outline overall objectives, tactics and budgets that deliver against strategic marketing goals
- Build detailed campaign creative briefs and help prioritize deliverables/timelines in a proactive and consistent manner

- Ability to develop materials promoting our key products and services for multiple channels (website, email, social media, events, etc.)
- Assist in executing global partnerships, agency relationships, and outside marketing efforts including project management and PO routings/approvals
- Develop relationships and provide support to our distributor partners throughout the world
- Collaborate with international vendors to ensure all global needs are met within each marketing plan
- Identify, approach and educate market influencers
- Help coordinate trade shows, conferences, and events representing Joylux
- Coordinate communications, including writing and/or editing content for press releases, emails, testimonials and case studies, and social media campaigns and filming of videos to support the brand

Position Requirements:

- Possess openness in their problem solving and integrity in their research to effectively address the needs of the company.
- Must have excellent organizational skills, attention to detail, and the ability to prioritize in a changing environment
- Proven leader that must be able to work cross-functionally
- Experience managing multiple overlapping projects and seasonal timelines
- Self-sufficient, organized, efficient, deadline-oriented, resourceful, proactive
- Excellent oral, written and presentation skills
- Experience in consumer products and/or women's intimate health is beneficial
- Proficiency in Microsoft Word, Excel, PPT, Presentation software, and Outlook required

Please send resumes to: Heather Dazell: heather@joyluxinc.com

Visit us online at: www.joyluxinc.com, www.vsculpt.com, www.getvfit.com