

**GN RESOUND CORPORATION  
POSITION DESCRIPTION**

<b>Position:</b>	Beltone International Marketing Project Manager
<b>Reports To:</b>	Vice President, Beltone Category Team
<b>Department/Division:</b>	Global Marketing
<b>Work Location:</b>	Glenview, IL
<b>Job Code/Classification</b>	
<b>Revised:</b>	September, 2009

**PURPOSE OF POSITION**

The International Marketing Project Manager will work with the Vice President Beltone Category Team for the development of marketing strategies and tools for the global success of the Beltone brand.

In particular, the International Marketing Project Manager is responsible for strategic planning, development and implementation of all corporate communication deliverables on assigned product lines.

The International Marketing Project Manager will be measured on the efficacy and efficiency of the chosen communication strategies and tools within a given expense budget.

**JOB DUTIES & RESPONSIBILITIES (Key Result Areas)**

*This description is intended to be a general outline of job activities and may be in use for job holders at different locations; consult with your manager to identify duties and percentages which may vary from this description. Percentage ranges are approximate and may fluctuate over time.*

1. Define and drive global communication strategy and activities for assigned product lines (50%):
  - a. Pre-launch:
    - i. Work together with the International Product Manager in establishing product positioning and initial product story.
    - ii. Work together with International Product Manager, Excellence Contributor Countries (i.e. representatives from selected subsidiaries) and external advertisement agency to finalize product story and to develop a product campaign and related materials.  
Work within a given expense budget.
    - iii. Drive and co-ordinate the development and implementation of timely testing of relevant new written material.
    - iv. Drive development of global tools in the shape of point of sale, PR and medical marketing.
  - b. At launch:

- i. Train subsidiaries on the corporate marketing communication materials and tools.
    - ii. Ensure local compliance and consistency with global product communication message and visual identity.
    - iii. Serve as the subsidiaries' primary point of contact for all product communication expertise.  
As appropriate, direct requests to the relevant person in the Promotion Team.
  - c. Post-launch:
    - i. Track, analyze and report on the success of developed material.
    - ii. Facilitate best-practices sharing.
    - iii. Propose and initiate new marketing communication tools to ensure post-launch achievement of commercial goals.
2. Create and manage a global retail marketing best practices knowledge base. Pro-actively spread its usage among subsidiaries. (20%)
3. Develop and manage the [www.beltone-hearing.com](http://www.beltone-hearing.com) site, as well as implementations on local offsprings (e.g. [www.beltone-hearing.com/zh-sq](http://www.beltone-hearing.com/zh-sq)). (10%)
4. Perform other duties as requested and/or as needed to fulfill the purpose of the position. (10%)
  - a. Development of product portfolio and individual products sell-through and sell-in materials
  - b. Drive corporate requirements for Beltone presence at EUHA exhibition
  - c. Support *ad hoc* requests from group subsidiaries and distributors

### **PERFORMANCE EXPECTATIONS (Key Success Factors)**

- Follow HR policies including all company and department policies and procedures.
- Meet all performance and behavior expectations outlined in the company performance appraisal and / or communicated by management.
- Perform responsibilities as directed achieving desired results within expected time frames and with a high degree of quality and professionalism.
- Follow good safety practices in all activities.
- Establish and maintain positive and productive work relationships with all staff, customers and business partners.
- Demonstrate the behavioral and technical competencies necessary to effectively complete position responsibilities. Take personal initiative for technical and professional development.
- Safeguard sensitive and confidential Company information.

### **DESIRED QUALIFICATIONS**

*Education:*

- Minimum of a B.A./B.S. in Marketing or Business or equivalent work experience and knowledge.

*Experience:*

- Minimum of 5 years in marketing project management in an international context. Experience in medical products and with agency account management, franchises and direct marketing a plus.
- 0 - 3 years experience in medical device industry preferred
- Experience in international context, agency account management, direct marketing, and MBA a plus.

*Knowledge and Skills:*

1. Basic PC application skills, specifically MS Office applications.
2. Excellent communication skills and fluency in verbal and written English.
3. Positive attitude, passionate, capable of thinking in concepts, customer-focused, hard-working and structured.

**OTHER INFORMATION**

*This job description may apply to employees in different departments and divisions. The information below is intended to document the most common situations and may vary by position / division. Refer to management or human resources for specific information for this position.*

<b>Also provides support to:</b>	Sr. Vice President, Global Marketing Vice President, Key Accounts
<b>Direct reports:</b>	None
<b>Indirect reports:</b>	None
<b>Working Environment:</b>	GN ReSound Glenview office Requires up to 25% of travel time, including international travel
<b>Physical Demands:</b>	As appropriate in a normal office setting
<b>External communication and contacts:</b>	External advertisement agency Other external vendors as required in the fulfillment of outlined tasks (e.g. printers, point of sale materials providers...) Sales subsidiaries Distributors
<b>Internal communication and contacts:</b>	Global Marketing functions R&D Sales
<b>Examples of key deliverables from organization:</b>	New product marketing communication activities project time plan Launch kit (together with Promotion Team) Marketing communication training materials Post-launch tracking of communication pieces performance

This job description is intended to be a general guideline for applicants, employees and managers. It is not to be construed as an exhaustive list of all duties, expectations or qualifications. This description does not create a contract or guarantee of employment. Management reserves the right to modify job responsibilities, expectations and qualifications.