



*D. E. Hokanson, Incorporated
12840 NE 21st Place
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Marketing Specialist

Hokanson, the Bellevue-based, world-renowned manufacturer of Medical Devices for peripheral vascular disease diagnosis is seeking a **Marketing Specialist** team member.

D. E. Hokanson, Inc. is a specialty medical device manufacturer based in Bellevue, Washington, centrally located right off SR 520. We design and manufacture tools for healthcare professionals worldwide that help them diagnose and manage their patients' peripheral vascular disease.

We are a small and impactful 2nd generation, women-owned business, currently with 17 on-site employees, and over 40 years of successful manufacturing history and business stability. Our products are sold worldwide, and have an excellent reputation for durability, which we back with exceptional warranties and service levels. We are presently developing our next set of innovative products to serve our current and future customers.

We operate in the regulated field of medical device manufacturing, and take great pride in our ISO 13485 certified quality system, which simultaneously allows us to do business with customers around the world.

To find out more about our company, check out our website: www.hokansonvascular.com.

About this Job Opening

We are currently seeking a new **Marketing Specialist** team member to improve and implement our marketing plan for existing Hokanson products, and to create a marketing plan for products in development. While direct experience with medical device marketing is desired, we would consider the right individual who fits our core values AND has a proven track record of delivering high quality in a regulated environment.

Our company gets more stuff done with fewer people than most companies, so the impact of one person's work is very large. We need you to have a keen sense of how your position relates to our goals, and to have ideas about how to perpetually improve our marketing strategies. Your desire to make our customers happy – and your drive to improve yourself and the reputation of our company – will be hallmarks of your success in this role.

Job Duties include

- Manage both inbound and outbound marketing activities.
- Represent the Voice of the Customer in R&D initiatives.
- Create and execute Marketing plans; Go-To Market, lead generation, tradeshow and education events.
- Monitor competition and development of products in the market.
- Work with customers to create user needs and product requirements for existing product improvements.
- Perform market research for new product ideation and execute business analysis to determine financially viable development projects.
- Create marketing plans for both existing and new products.
- Assess the effectiveness of marketing plans and sales efforts. Determine if any changes in sales or marketing strategies are required.



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- Stay abreast of industry trends related to Hokanson customers and markets. Keep sales, customer service, engineering, and leadership informed of market trends.
- Create marketing collateral and advertisements.
- Attend and support tradeshow. Share insight information with Hokanson teams.
- Maintain and update Hokanson website content.
- Maintain Hokanson social media presence while remaining within medical device advertising regulations.

Product Development (Marketing Component)

- Work with R&D engineers to assure that user needs are translated to Design Input requirements properly.
- Work with R&D for rule-sets for new instruments according to customers' needs.

Requirements include:

- 3+ Years' experience in marketing.
- Experience creating strategic marketing plans and industry related product maps.
- Must have excellent oral and written communication skills.
- Strong collaboration skills are essential.
- Ability to multitask and remain well organized.
- Bachelor's degree.
- Clinical experience is a plus.
- Additional experience in sales is a plus.
- Experience working in a regulated medical device industry is a plus.
- Proficiency with MS Office.

A little bit more about us and the open position:

Our work environment is fun and relaxed; our team is diverse, professional and committed to seeing Hokanson grow.

This position is 40 hours per week, Monday – Friday. Starting salary: DOE. Company benefits include paid holidays, vacation and sick leave, 401(k) retirement plan, profit sharing plan, paid medical insurance, and medical expense reimbursement.

How to Apply:

If you're qualified and interested, we encourage you to submit your resume by email to us at resumes@deh-inc.com. **When applying, please make the subject line of your email "I'm interested being the Hokanson Marketing Specialist!"**.