

Cochlear Limited Position Description

Position Title: Vice President, Marketing, APAC
Authorised and reviewed by Anthony Bishop
Approved Date:

Business Unit: APAC	Team Role: Manager of People Managers
Legal Entity: Cochlear Limited	Career Stream: Marketing Management
Location: Sydney, Australia	Job Family: Marketing
Department: APAC - Marketing	Cochlear Band: 2
Reporting Manager: President, APAC	
Role Scope: Multi-Country	Author: Anthony Bishop/Anna O'Shea

Position Overview / Purpose

The Vice President, Marketing, Asia Pacific (APAC) is responsible for all aspects of the Cochlear's marketing and product management function for the APAC region. This leader works closely with the APAC President, colleagues on the APAC leadership team, and the global marketing function, to develop and execute the implementation and achievement of the APAC Cochlear five-year plan in line with the global business strategies and objectives.

This leader works closely with the APAC leadership team, and Senior VP, Global Marketing to define, implement, and manage marketing strategy, market segmentation, intelligence, research, messaging, product portfolio definition, budgets, and set short and long-term goals. Through collaboration cross functionally, both globally and with the APAC leadership team, and their respective functions, this leader will develop and support the delivery of innovative marketing programs that drive talent acquisition and retention, hearing health and category awareness, continue to strengthen the Cochlear brand, deliver an excellent customer experience, generate new demand for our products, services leading to strengthening our market share position & driving category & brand growth in the region.

This VP attracts, builds, and retains an industry-leading team of marketing specialists for Consumer (B2C / DTC) Marketing, Professional Marketing (B2B and B2B2C), Product Management and Marketing, Digital Marketing, Marketing Operations & channel expansion. With a proven track record in omni channel marketing and a high level of competence in digital strategy and execution, this VP will bring an agile and adaptable approach to innovative marketing strategies that will increase profitability, revenue, and brand awareness across the region. This leader possesses excellent communication and leadership skills, building trust, capability and empowerment across the regional teams. By working very closely with country leadership within the APAC region, this VP anticipates market needs and supports countries in defining and executing their marketing strategies and activation plans.

Accountabilities

Accountability 1: Strategic Planning and Execution

- Develop and implement measurable strategies that increase profitably, revenue and grow the brand
- Lead the team to build campaigns with valued content that generate awareness and stimulates demand among targeted audiences of consumers, health care professionals and the general public

- Successfully engage our customer base in peer to peer marketing across channels (field, events, tradeshow, digital, social) that supports brand goals
- Lead the team to build and deliver a cohesive annual Marketing plan for new and existing offerings in the Cochlear portfolio, well-coordinated product launch plans for new product introductions, and sustaining and end of life plans as required to achieve our business goals
- Align with APAC leadership team and global leadership to prioritize projects that ensure business goals are met within resource and budget allocations

Accountability 2: Team Management and Talent Development

- Lead a cross functional team of marketers dedicated to Consumer, Professional, Digital and Product Marketing and Operations. Providing leadership and direction to the team with an emphasis on talent development, priority management, teamwork, and career development
- Lead by example, be a culture carrier and demonstrate our HEAR behaviours
 - Communicate effectively and collaboration across the organization to achieve shared objectives
 - Ensure accountability of self and team members
 - Remain connected to the customer experience and will consistently seek to learn about and understand our customers
 - Inspire their team to tackle problems and encourage them to challenge the status quo to deliver creative solutions
 - Develop positive, professional relationships across the business that are based on trust and open communication
 - Drive accountability by leading by example and will act with integrity in all that they do
 - Teach and coach their team to achieve results and will not shy away from working side-by-side with their team

Accountability 3: Collaboration

- Lead cross-functional teams across the organization and globally. Work in collaboration with global marketing as part of the Marketing Council to align across the business needs as one brand leading to clear and efficient brand positioning, product planning, prioritization, clinical evidence, regulatory pathways, reimbursement support, servicing, selling and an overall agile business process
- Partner with APAC GMs and functional leaders to build forecast / demand plans as well as support strategies including sales tools, playbooks, and organization structure to meet the business goals

Accountability 4: Product and Services Lifecycle Management

- Lead the definition for the APAC product and service solutions lifecycle requirements, owning end to end responsibility of the portfolio
- Execute this strategy in association with country teams by ensuring rapid introduction of the latest products from the portfolio & actively driving down the average length of time in the upgrade cycle for new and legacy products
- Be an active member of the Product INnovation Group (PING) securing long term strategies for the portfolio by advocating for the anticipated future regional needs and keeping APAC top of mind in global decision making

Accountability 5: Customer Insights

- Engage extensively with consumers and professional partners to gain firsthand insight and market feedback on our brand and solutions
- Translate insights into a narrative that provides a clear understanding of the current and future market direction, needs, and potential portfolio, both product and services

Accountability 6: Research and Analysis

- Ensure that relevant market analysis and research; establishing competitive intelligence and various market trends that further aids the business in understanding current and future needs and leverage in plans to grow the market are met

Accountability 7: Brand Commitment

- Bring to life the Cochlear brand and what it stands for by advocating its value and benefits APAC wide, be it executive briefings, sales meetings, marketing events, consumer platforms, tradeshow, and professional platforms
- Ensure regional strategies build brand loyalty among employees, professional partners and customers and engage these stakeholders in peer to peer marketing that effectively and cost-efficiently builds the brand

Team Role (Manager of people managers):

- Actively promote the quality management system and ensure that all staff are trained, so that everyone delivers the highest quality products and services.
- Build capability of people managers and their teams to attract, develop and retain the best team and top talent, to deliver Cochlear's current and future business objectives by:
 - Ensuring people understand and are held accountable for the Cochlear leadership standards (see Compass/HR/Leadership)
- Demonstrate WH&S leadership and due diligence through active promotion of Health and Safety standards and procedures and ensure that people are suitably trained to perform roles effectively and safely.

Hear Behaviours



HEAR THE CUSTOMER

Put the customer at the centre of all that we do

- I see what we are doing through the customers' eyes
- I factor in what the customer needs in my decision making
- I bring the voice of the customer into our conversations



EMBRACE CHANGE & INNOVATE

Think differently to change and grow

- I challenge quick fix solutions that would add more complexity in the long term
- I simplify complex information to make it easy to understand
- I look for the simplest way to do what we need to do
- I change my mind when persuaded by a better idea



ASPIRE TO WIN

Inspire each other to achieve

- I push the team to take actions toward our stretch goals
- I make decisions in a timely and clear manner
- I prioritise my actions to get things done
- I raise difficult and important issues



REMOVE BOUNDARIES

Unite and act as one

- I challenge others' opinions in a constructive way
- I speak supportively of decisions made by others outside my immediate team
- I seek and use input from other parts of the business to make decisions
- I put the interests of the organisation ahead of my own or my team

Key Incumbent requirements:

Minimum:

- Bachelor's degree in related field required
- 15+ years product / service sales and marketing experience
- Must have excellent verbal and written communication skills. A strong presentation presence required
- Demonstrated experience working with cross-functional teams to manage projects. Strong organizational skills and ability to manage conflicting deadlines and priorities
- Able to travel (up to 40%) including nights and weekends

- Creativity, innovative thinking, and a desire for continuous improvement
- Proven track record of working within a highly regulated environment (i.e. CE, FDA, TGA)
- Minimum of 10+ years of progressive and expanding management experience in leading teams within Product Marketing, Marketing, Sales and or Business Operations
- Proven ability to apply project management best practices to execute projects
- Demonstrated track record on defining and applying marketing metrics, analytics, and ROI to refine strategic intent
- Demonstrated ability to manage budget efficiently to deliver results
- Ability to track and leverage competitive intelligence
- Track record of managing and growing people, coaching others to achieve performance and retention with the organization
- Ability to organize, prioritize, and thrive in a complex, extremely fast-paced environment that requires flexibility and adaptability
- Proven track record of taking initiative and solving problems pro-actively
- Ability to overcome problems and obstacles by owning them, actioning them and implementing alternative solutions.
- Broad enterprise knowledge of business and technical operations and processes

Ideal:

- Product/services sales and marketing experience in MedTech
- MBA or equivalent

Additional Information:

Local Title: Vice President, Marketing, APAC		Direct Reports: Yes
Office Based <input checked="" type="checkbox"/>	Field Based <input type="checkbox"/>	Budget Responsibility: Yes
Key Contacts (Internal): Product Marketing, Marketing Operations, Professional Education, Clinical Marketing, Consumer Marketing, Services Marketing, Customer services, Clinical Affairs, Sales Operations, Reimbursement, Regulatory, Supply Chain, Strat Channels, Regional Technical Surgical and Clinical Managers, Legal, Finance , CX, Global Marketing, P&C, APAC Country teams, IT, Regional VP's		Key Contacts (External): Agency Partners, Professional Key Opinion Leaders, Subject Matter Experts, Consumers