

## Job Description

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### **Communications Manager**

Neuromod is seeking a candidate for a Communications Manager, reporting to the Global Marketing Director. This position will originate and lead the company's content and messaging centre of excellence. Counterparts on the growing marketing team will include the leader of demand generation. This key position will work closely with other Neuromod teams such as our Global Commercial Leadership, clinical, engineering, and operations to ensure that communications fully and faithfully articulate the story of Neuromod's mission to improve quality of life for tinnitus patients.

#### **About Neuromod**

Neuromod, headquartered in the Digital Hub, Dublin, Ireland, is an emerging medical technology company, specialising in the design and development of neuromodulation technologies to address the clinical needs of underserved patient populations, who live with chronic and debilitating tinnitus. Neuromod has completed large scale clinical trials and is now commercialising its first product offering Lenire®.

#### **You'll be responsible for:**

- Continuously refining and improving Neuromod's key messaging to our audiences of patients and clinical partners
- Assisting to define the company's communications plan for each audience in each of our markets
- Creating and maintaining a communications calendar for web pages, blogs, videos, case studies, press releases, and other long-form content
- Distributing content via multiple mechanisms such as paid and organic social media, database campaigns, targeted media partnerships, and more
- Assisting the execution of all marketing campaigns with copywriting that effectively communicates Neuromod's message
- Managing Neuromod's social media accounts day-to-day and building a community of prospects, customers, and partners which will contribute towards marketing's goals
- Ensuring Neuromod's external PR messaging is consistent and managing any inbound PR queries while developing relationships to tell our story in scientific, industry, and consumer media
- Owning communications planning and execution for all commercial endeavours from product updates through to internal updates

#### **Your typical day might include:**

- Reviewing effectiveness of go-to-market messaging
- Authoring or updating patient facing content such as brochures
- Copy editing content written by others on the wider commercial team
- Fielding PR queries about Neuromod's technology
- Preparing communications plans for updates to our clinical partners
- Interacting with our community of customers on social media
- Interviewing subjects (e.g., customers) and partners (e.g., Audiologists) for case studies
- Collaborating with demand and digital to evolve the website

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### **Your ideal experience:**

- 5+ years' experience in a communications, content marketing, or a journalism role
- Demonstrably excellent written communication skills
- Proven track record of managing PR campaigns
- Demonstrable skills of creating and refining key messaging for product go-to-market
- Comfortable managing social media accounts for B2C brands
- Know how to use a CMS and marketing automation software to distribute content
- Comfortable liaising with external agencies

For further information please contact Aoife McNally [aoife.mcnally@neuromoddevices.com](mailto:aoife.mcnally@neuromoddevices.com)