



Job Description

Job Title:	Associate Product Engineer
Department:	Marketing/R&D
Location:	Knoxville, TN
Reports To:	Director of R&D
Shift:	First
FLSA Status:	Exempt
Prepared By:	KC Gilbert/David Hannah
Prepared Date:	02/25/2019
Approved By:	Steve Ainsworth
Approved Date:	03/01/2019

SUMMARY

The Associate Product Engineer will help facilitate in the marketing and sales of Choice Spine's products. The job will focus heavily on upstream marketing responsibilities including but not limited to, forecasting, creating plans and strategies for marketing ChoiceSpine products, participating in extensive market research to aid in determining research and development pipeline, and developing competitive analysis on both legacy and future ChoiceSpine products. The Associate Product Engineer may also be involved in additional marketing initiatives including but not limited to the creation of marketing collateral; social media marketing, television ads, printed material, surgical techniques, as well as additional sales aids.

PRIMARY RESPONSIBILITIES:

- To be the marketing representative and voice of the customer with early product development with core R&D; and to understand relative priorities for the development of new products and product enhancements by defining customer needs and working with internal customers.
- Assist in developing, recommending and implementing sales and marketing programs and materials.
- Understand strategic and financial implications of project(s)/product(s) on the overall budget.
- Demonstrate knowledge and understanding of customer needs and industry dynamics to assigned product(s)/project(s).
- Accountability: Position is responsible to manage single project or participates on portions of multiple projects; understands concepts and applies these concepts practically with reasonable effectiveness; may function independently according to the task but is still given significant direction.
- Represent technical features of products in person and in presentations and documentation.

QUALIFICATION REQUIREMENTS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Communicate effectively across all project disciplines and cross-functional teams to ensure project team and senior management are aware of upcoming milestones and risks/issues.
- When requested, provide assistance and technical expertise to other areas of the organization including, but not limited to, Sales, Marketing, Regulatory, Purchasing, Customer Service and senior management.
- Familiarity with product development cycle and phased approach.
- Analyze test data and reports to verify or validate that designs meet functional and performance specifications.
- As needed for design of products: Create 3D part files and 2D technical drawings using SolidWorks and Adobe Acrobat.

SKILLS, EXPERIENCE AND EDUCATIONAL REQUIREMENTS:

- A Bachelor's degree from a four-year college or university, preferably in Engineering. Experience in spine and orthopedic biomaterial implants highly preferred.

- Public speaking skills are beneficial, as presentations must be made in order to sell products.
- Strong communication skills are important, as communication with colleagues and customers via in-person meetings, telephone and electronic communication is very regular.
- As needed for design of products: CAD experience required (SolidWorks preferred); knowledge of general manufacturing processes and familiar with common materials and practices to product medical devices; experience with geometric dimensioning and tolerancing; exposure and knowledge of ASTM, ISO, FDA standards, regulations and guidelines.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate. The employee must frequently lift and/or move up to 25 lbs.

In the Operating Room (OR) environment, employees may be exposed to air contamination such as dust, fumes, smoke, disagreeable odors and toxic conditions. This includes Blood Borne Pathogens, X-Rays and radiation. Employees may also be required to observe a surgery in an awkward or confined workspace and may be required to observe pre-clinical or cadaveric research.