

## **Engagement Manager**

Preference for candidates in: Alberta, Saskatoon, Vancouver, Toronto

Change people's lives and love what you do! **Cochlear** is the most recognized brand in hearing health care.

### ***About the role***

Cochlear is helping people hear, and be heard, all over the world. Come be a part of our amazing mission! This is a fantastic opportunity to join the Sales team at the global leader in implantable hearing devices! In this role, you will be working remote in Canada to support our Canadian Cochlear business.

Your success in this role is measured by the ability to execute industry leading medical device B2C sales through the application of complex sales techniques with candidates responding to Cochlear's awareness marketing campaigns to drive territory strategy to achieve yearly sales revenue targets. The Engagement Manager position requires emotional intelligence, independent thinking with a consummate level of sales and business acumen to sell Cochlear's product portfolio. In this role advanced skills will be required to grow and collaborate across department.

### ***Key Responsibilities***

Candidate & Professional Partners: Engagement Managers (EM) are embedded in the territory sales strategies and marketing initiatives as the sales expert of Cochlear products to our candidates and professional partners. The EM provides solutions to sell Cochlear's product portfolio through nurturing of candidates and product launches, as well as achieving conversion goals utilizing Cochlear's sales methodology. Demonstrate proficiencies in local consumer marketing and candidate nurture strategies aimed at growing the market for Cochlear implantable technology. Proficiencies include but are not limited to planning and execution of candidate growth events (in-person and/or virtual), establishing strategic community relationships, and developing consumer support for professional partners. Manage, develop, and inspire mentoring volunteers within the region. Provide candidate communication through a variety of vehicles; in person, virtual, email and/or phone. This communication may include explaining or demonstrating device features and functions, as well as Cochlear services to drive brand choice. Proficient in reporting issues via the Cochlear complaint management system (Global issue form) and provide detailed description for B2B appropriate follow up and closure where appropriate.

Sales Acumen: Proficient in complex sales and business acumen with the ability to identify market opportunities, competitive positioning, knowledge of customer needs and generate sales and secure orders. Achieve the target unit quota by establishing strong relationships with key people in the assigned territory geography (candidates, audiologists, surgeons, scheduling coordinators and volunteers). Ensures that all sales activities within the assigned territory are conducted in a manner that is fully compliant with Cochlear policy, laws, and regulations. Demonstrates proficiencies in detailed documentation of all sales activities and customer interactions in compliance with Cochlear's policies to ensure accurate leadership sales reporting and provide a seamless customer

experience. Executes sales and marketing initiatives, proficient in delivering the associated marketing messages so the impact on the customer is successful and positive. The EM coordinates and provides candidate educational events, evaluation days and awareness events related to Cochlear devices. Collaborates with B2B and Market Access to support growth and awareness initiatives in the territory. Provides market intelligence and competitive information that can be utilized in developing effective ways to approach current and potential customers. Maintains a professional image when representing Cochlear Canada.

Business Acumen: Manages territory expenses to budget. Allocates appropriate company resources and planning to achieve territory sales success. Assists with developing and implementing quarterly strategic plans to achieve objectives. Submits territory information in a timely manner for the content of the territory month end report. Proficient in using all sales tools including, Salesforce Health Cloud, Miller Heiman purple sheets, Communication Pathway, SPIN, ScheduleOnce, Ava and Showpad in the management of the consumer sales territory.

### ***Key Requirements***

To add value to Cochlear in this role you'll be able to meet and demonstrate the following knowledge, skills and abilities in your application and at interview:

#### Required

- Bachelors Degree or equivalent work experience
- 2-5+ years relevant work experience
- Fluent English speaker
- Ability to coordinate, organize, analyze, and report data in a systematic manner to align objectives.
- Action oriented results that are balanced with both customer and business focus.
- Virtual event management expertise, demonstrated prioritization and organization skills, and highly effective presentation skills.
- Active participant in formal Peer to Peer, and onboarding.
- Proven ability to develop relationships with key customers/stakeholders
- Travel is required at 30%
- Must possess a valid driver's license.
- Depending on territory coverage requirements, must also have access to a reliable vehicle.

#### Desired

- Proficient computer skills in various software packages, including Microsoft Suite and various web-based programs

- Ability to adjust priorities and manage time in a fast-paced environment with a high attention to detail
- Ability to multi-task and prioritize with proven experience handling competing priorities
- Works collaboratively in a team environment in an encouraging, positive manner
- Builds trust, interacts with all levels of the organization, strengthens professional relationships, and communicates openly within the department and with cross-functional teams
- French as a second language (intermediate level)

### **Total Rewards**

In addition to the opportunity to develop your knowledge and grow professionally, we offer competitive wages and benefits.

- Benefit package includes medical, dental, vision, life and disability insurance as well as 401(K) matching with immediate vesting, Paid Time Off, tuition reimbursement, maternity and paternity leave, Employee Stock Purchase Plan and pet insurance.

### ***Who are we?***

Human needs have always been our inspiration, ever since Professor Graeme Clark set out to create the first multi-channel cochlear implant because he saw his father struggle with hearing loss. We always start with people in mind – thinking about their needs.

For this reason, our products, services and support will continue to evolve and improve. We are by our customers' side through the entire hearing journey, so they can experience a life full of hearing. Our employees tell us that the number one reason they enjoy working for Cochlear is the opportunity to make a difference to people's lives and working in an organization where they can be part of bringing the mission to life each day.

### ***Physical & Mental Demands***

The physical and mental demands described below are representative of those that must be met to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the individual is regularly required to be in a stationary (seated/standing) position; utilize business technology for work product delivery, communicate orally and in writing with others internal or external to the organization, utilize problem solving/critical thinking skills to discern and convey information. May be asked to occasionally transport/move up to 30 pounds, depending on the position. Specific vision abilities required by this job include ability to adjust focus. The individual is regularly required to utilize comprehension, critical thinking, communication, problem solving, organization reasoning, relating to others and discernment of

items such as product specifications, procedures and processes to customers (whether internal or external). Influence, organization/classification of information and planning are also required.

The work environment is a remote work environment with travel and represents those an individual may encounter while performing the essential functions of this job.

***Apply now*** by completing your application form online. Applicants must meet the job specific application criteria to be considered. Visit our careers site at [www.cochlear.us/careers](http://www.cochlear.us/careers) to learn more.

Cochlear Americas is an Equal Opportunity Employer. *We will provide reasonable accommodations for qualified individuals with disabilities. If you require accommodation with completing the online application, please contact us via web or phone at 303-264-2549.*

Accepting Applications until September 22, 2025