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## Neurocritical Care Educator I

### SUMMARY:

The Neurocritical Care Educator will function within the commercial division of the IRRAS organization to support the product launch and training for the IRRASflow and Hummingbird ICP product families. This role's primary responsibility will be to support the achievement of the company's defined sales revenue targets by providing world class education, training, and product support to Neurosurgeons, Neurointensivists, and Neuro ICU Nurses. The Neurocritical Care Educator will work closely with the Territory Managers and use his/her clinical experience and deep IRRAS product knowledge to promote and drive product adoption.

A close working relationship with sales management is required with this role to ensure that appropriate training is provided to targeted accounts at various stages of the product launch process. This collaborative relationship shall work to assess the technical/clinical needs of the customer and develop a tailored training education plan, which will then evolve regularly after ongoing review of the account's progress.

In addition, the Neurocritical Care Educator will play a key role after a successful product launch to support case coverage and to build and maintain strong relationships with physicians, residents and nursing teams. A dedication to providing excellent customer service and support, addressing inquiries and resolving issues promptly is crucial to this role.

### ESSENTIAL FUNCTIONS:

- Works closely with IRRAS sales professionals in target accounts by conducting regular sales calls to assigned hospital targets to ensure the effective use and adoption of products.
- Identify and pursue new business opportunities.
- Support business objectives, inspire enthusiasm and confidence in product use and uptake, and increase the customer's clinical understanding of IRRAS' products.
- Delivers clinical education programs for priority/target accounts that will promote knowledge, increase product utilization, and increase account revenue.
- Provides field support for product and/or clinical questions from IRRAS counterparts and customers.
- Build solid relationships with co-partnering sales associates. Provide customer training, case coverage, and clinical support.
- Acts as a liaison with key physicians and nurses in the ICU regarding clinical needs, patient management direction, and effectiveness of IRRAS products.
- Acts as a field resource to the Marketing Department during product development, new product introductions, and product promotions.
- Maintains a high level of clinical, market and product knowledge.
- Stays updated on industry trends, clinical guidelines and advancements in neurocritical care.
- Operate with professionalism, passion, high visibility, and respected voice within the organization as expert that company's products, training materials, and marketing collateral meet the needs of neurocritical care customer base.

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- Operates within defined budgets and strictly in accordance with corporate policies and procedures.

**ADDITIONAL DUTIES:**

- May perform additional duties as assigned or directed by management for internal and external training.

**EDUCATION/EXPERIENCE REQUIRED:**

- Minimum of 2-3 years of clinical hospital experience
- Minimum of 1 year industry
- Bachelor's Degree a plus
- Experience with neurosurgery ICU, critical care, or ICU nursing experience a plus.
- Experience with ICU neuroscience patients a plus

**REQUIRED SKILLS:**

- High level of personal and professional integrity and trustworthiness with strong work ethic and the ability to work independently with minimal direction.
- Excellent communications and presentation skills.
- Ability to work well within cross-functional team environments.
- Willingness to travel, be available to support training and patient treatments 24/7 as required.
- Strong skills in developing and delivering presentations (in lab, PowerPoint, individual training), solid knowledge of MS Office package.
- Experience interacting and coordinating multiple functions.
- Fluent in English with demonstrated competency in effective communication.
- Team oriented & self-motivated

**REQUIRED COMPETENCIES:**

- Performance Orientation – Is driven by personal performance; achieves all objectives detailed in IRRAS Department goals and comfortable with quantifiable assessments.
- Impact Orientation – Performs stated objectives and drives to make an impact on company goals and patients' lives.
- Competitive – Dedicated to a competitive spirit that supports the IRRAS goal to be the premier Medical Device company in the industry.
- Sense of Urgency – Has the speed and agility dedicated to the company's goals and performance.
- Ability to Handle Pressure and Ambiguity – Comfortable with the pressure to be the best and the ability maintain composure and focus in situations of ambiguity and uncertainty.
- Confidence - Confident in one's skills and abilities; pursues everything with energy; demonstrates the drive and a need to finish especially in the face of resistance or setbacks.
- Multitasking – Capable of performing multiple tasks over a certain period of time by executing them concurrently.

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### **PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met by an employee 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 employee is regularly required to talk or listen. The employee is frequently required to sit.
- The employee is occasionally required to stand, walk, use hands to finger, handle, or feel and reach with hands and arms. Transition from standing and sitting often.
- Required specific vision abilities might include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.
- The employee might occasionally lift and/or move up to 25 pounds.
- Ability to drive long distances and commute via airplane or train when needed.
- Highly flexible lifestyle that enables travel approximately 50% or greater of the month.

### **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.

General office environment.

Daily exposure to PCs and networks.

The noise level in the work environment is usually moderate.

Travel will be required.

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**Disclaimer:**

The above statements are intended to describe the general nature and level of work performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

Department Head: \_\_\_\_\_ Date: \_\_\_\_\_

Employee: \_\_\_\_\_ Date \_\_\_\_\_