

NJ Pharmaceutical Company: Director of Marketing, Women's Health

Immediate Hire, Relocation available in the US!

*Our client is a multi-billion dollar pharmaceutical company, based in New Jersey, seeking high energy individuals who are ready for this exciting opportunity and the chance to further establish your career. If you have current **pharmaceutical marketing experience**, along with **women's health experience** this may be the next best step for you! Competitive pay, generous benefits and tremendous room to grow are just some of the things they offer. For immediate and confidential consideration, please send a Word version of your resume and note the site you saw the posting. No phone calls please.*

Summary

Reporting to the Sr. Director - Head of Marketing, the Director of Marketing will lead the Marketing of the Franchise. As a member of the Marketing Leadership Team he/she will partner with members of the Marketing, Market Research, Sales, Medical, R&D, and Regulatory teams to drive the company's rapid growth in the US market. This individual will work closely with his/her peers to devise and execute an integrated commercial strategy, develop relationships with key customers, industry thought leaders and advocacy organizations to enhance the Company's brand equity and drive market share gains and operating profit.

Duties and Responsibilities

- Develop, present and execute a world-class marketing strategy with an ability to make the complex, clear and compelling. Collaborate with colleagues to develop a well thought out lifecycle plan for products. Share expertise with the New Products Marketing Director, to successfully advance development compounds to the market.
- Direct and manage the marketing team. Motivate, assess and align the group to meet the goals of the annual and long range business plan. Ensure that all marketing programs, campaigns and alliances are executed effectively and efficiently. Develop a business case for marketing plans, built on market, product and customer/consumer drivers and market research insights. Implement performance tracking and measurement and make recommendations to optimize business performance. Optimize marketing expenditures and effectively allocate brand resources. Ensure all financial deliverables including; forecasting, quarterly/annual close are accurate and timely. Ensure compliance with all applicable policies and regulations.
- Ensure development of appropriate access and reimbursement strategies to drive product success.
- Lead a high performance Marketing team and successfully represent the team on cross functional teams. Perform talent evaluation and selection. Provide continual coaching and mentoring of marketing team members.
- Provide input and support to senior management regarding, strategic and operating issues. Create effective partnerships with peers and key stakeholders to ensure successful brand and business building, market penetration and growth. Work closely with market research in the analysis of markets, competitive products, customer desires and trends.
- Cultivate and maintain beneficial relationships with internal colleagues, thought leaders, key customers and professional organizations.

- Ensure all marketing communications are fully aligned with brand strategy, business plan objectives, are an effective expenditure of resources and coordinated across the Marketing organization.

Requirements

- Bachelor's degree is required; an advanced degree is a plus.
- Minimum of 12+ years experience in the branded Rx pharmaceutical industry, including 7 or more years of marketing leadership experience.
- **Women's Health experience a must.**
- Significant marketing experience with specialty products. Strong strategic marketing, market building and brand building expertise. Must have successfully driven market share against well-established brands.
- Consumer marketing experience preferred.
- Strong leadership skills, high energy, passionate champion for the business and an ability to quickly establish credibility throughout the organization.
- Strong analytical skills, including prior experience working with forecasts and analyzing market research results.
- Ability to coach, mentor, motivate and contribute to the professional development of marketing staff.
- Excellent organizational and communication skills and an ability to work with diverse internal and external constituents.
- Demonstrated ability to prioritize, plan and execute multiple short and long term projects, while meeting all deadlines.
- Strong ability to identify/anticipate opportunities, problems and road blocks, maintains a solution focused approach and develops plans accordingly.