



Job Description

Position Title:	Associate Director, Marketing
Department:	Commercial

Basic Job Description:

We are searching for an entrepreneurial, highly motivated and creative Associate Director, Marketing, HCP. The successful candidate will have a direct impact on the 2019 launch strategies in support of the company's portfolio of infectious disease products. This position will be responsible for developing and implementing promotional plans aligned to brand strategy for key internal and external customers. This role reports into report to the Senior Director, Marketing and will be located in the King of Prussia, PA, office.

Duties and Responsibilities:

- Lead development of the U.S. HCP marketing promotional plan
 - Development and evolution of strategic message platforms and tactical programs
 - Raising awareness of the company's novel antibiotics among multiple HCP specialties
 - Development of campaigns to counteract competitive and generic messaging
 - Plan and participate in key scientific congresses & conventions, securing feasible promotional presence (e.g. booth, product theaters and distribution of promotional materials, etc.)
- Serve as Marketing point for the Promotions Review Committee team including planning, prioritization, and reviewing of all materials
- Maintain an effective marketing communication process with the Field Sales and Sales Management team and support sales meeting/POA activities
- Collaborate with Market Access HQ and customer-facing teams to inform comprehensive market access strategies and aligned messaging across segments
- Partner with the Commercial Ops Team Marketing to manage the market research program, key performance indicators; monitor performance
- Develop and manage the marketing budgets in compliance with finance and accounting requirements
- Ensure flawless implementation of all promotional tactics and programs through a combination of individual and team efforts; leveraging industry, as well as non-pharma, best practices
- Develop and maintain strong relationships with all functional areas and internal strategic partners (i.e. Sales, Market Access, Promotional Review Committee, Medical, Regulatory, Clinical, Legal etc.)
- Serve as point of contact in managing agency and external vendor relationships
- Maintain product websites, as well as support online social networking activities
- Additional duties as assigned by Nabriva Therapeutics

Qualifications:

- Bachelor's Degree or equivalent required and an MBA Degree preferred
- Minimum 3-5 years of experience in inline marketing roles, or comparable combination of product management and extended brand team experience for a pharmaceutical or biotechnology company required
- Product launch experience in the hospital setting is required
- Demonstrated consistent track record of success and delivering strong results
- Demonstrated success in project, vendor, and budget management
- Knowledge of the AMA, ACCME, PhRMA and FDA regulations associated with promotion and industry-supported scientific education activities
- Willingness/ability to travel domestically and internationally as required (up to 25%), including some weekends
- Sales force experience is desired, but not required
- Previous antibiotic experience, particularly in the Gram negative-space is desired, but not required

Competencies:

- Strong leadership skills, with demonstrated capabilities to be creative and nimble in a start-up organization
- Ability to simplify and innovate (push against the status quo)
- Strong strategic and tactical marketing skills required
- Strong communication skills across all levels of an organization
- Demonstrated organizational savvy and self-awareness
- Demonstrated strong interpersonal skills, a flexible, collaborative and team-oriented approach to problem solving, and an ability to work in a fast-paced, rapidly changing environment
- Ability to lead through indirect influence
- Ability to multi-task and self-prioritize workload, with an outcomes-orientation
- Solid project management skills, including prioritization of goals in opaque environments
- Strong team player with an ability to collaborate cross functionally and help partners accomplish shared objectives

To apply for this role, send an email with your resume and any supporting documents to careers@nabriya.com with the Position Title in the Subject Line.