



Example of Associate Director, Marketing Job Description

Powered by www.VelvetJobs.com

Our innovative and growing company is looking to fill the role of associate director, marketing. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for associate director, marketing

- Develop product positioning and brand messaging, utilizing digital traditional media
- Develop the strategic, University-wide messaging that will inform our communications, and draft copy for select communications pieces based on those key strategic messages
- Executive communication and presentations
- Internal technology events
- Provide strategic direction to the Market Research team for any needs of the brand
- Partner with brand team members and key stakeholders to develop insight driven Healthcare Professional strategies for Sarilumab
- Lead the development, execution and global implementation of Healthcare Professional initiatives
- Develop and maintain strong relationships with regional brand teams and other functional areas
- Participate in relevant scientific congresses and conferences
- Effectively manage relationships with agencies and other vendors

Qualifications for associate director, marketing

- 5-8 years of experience in trade book marketing

- Bachelor's Degree (preferably in Life Sciences, Pharmacy or Business related discipline)
- Preferred operational marketing experience with focus on product/brand management including customer facing/sales experience
- 5-7 years of commercial and/or marketing experience in the pharmaceutical or biotech industry, with experience in managing or launching a specialty or biotech product