

<b>Position:</b>	<b>Marketing Manager</b>
<b>Hours:</b>	<b>37 (09:00 - 17:30 Mon – Thurs 09:00 – 17:00 Fri)</b>
<b>Base Salary:</b>	<b>Starting from £55,000 (open to full early negotiation for the right candidate)</b>
<b>Benefits:</b>	<b>Private Health Insurance * Life Assurance * Contributory Pension Scheme</b>
<b>Location:</b>	<b>Egham, Surrey, UK, (M25, J11/J13, Surrey/Middlesex borders).</b>

## About Us

Essential Pharma is part of a larger group of companies whose aim is to ensure the sustainable supply of low volume, difficult to manufacture but clinically well-established pharmaceutical products to patients who need them. These branded and generic medicines form an essential part of the pharmacopeia and represent many therapeutic areas. We operate in over 20 countries, including in the UK, EU, Asia and New Zealand, supplying a portfolio of over 150 essential therapies across 9 therapeutic areas. Our products are manufactured to the highest regulatory standards at 8 sites in the EU and 2 sites in the USA.

## The Role

As the Rx Marketer you will lead, create and implement the Marketing Plan to meet company growth targets, continually raising the overall calibre of marketing skills, performance and awareness throughout the business with a digitally led focus

## Key Duties and Responsibilities

Your main tasks and responsibilities will include:

- Sets, guides and monitors strategy and most importantly, implements tactics for marketing and brand management execution in market. This role is for a “player-manager”.
- Exhibits expert grasp of forecasting models and budgets, resource allocation techniques, marketing mix, brand contribution and profitability analysis to plan, drive implementation, spot errors, and deviations early on and take pre-emptive actions to ensure sales and marketing-budget spend targets are met.
- Demonstrates advanced proficiency in drawing out insightful conclusions from segmentation analysis. Defines markets, products that provide increased precision in targeting based on company’s strategic direction.
- Leads the development of the marketing plan. Liaises with the global distribution partners team to ensure consistency with the long-term corporate vision for agreed portfolio.
- Plans & Implements Gold standard new product launches where required
- Adherence to regulations and specific country code of practice and maintains knowledge of such guidance on a regular basis.
- Inputs to strategic direction for Brand’s patient and HCP, communication. Implements communication plans in market. Measurement of ROI of all marketing communications for ongoing refinement and redress.

- Uses financial information to facilitate timely and accurate decision-making on business operations and investments to maintain budget compliance.
- Demonstrates expert grasp of disease states and therapeutic areas and is considered a key source of knowledge in the industry. Demonstrates strong capability in influencing KOL's and managing company relationships with KOL's.
- Prioritizes new product plans across brands and business segments to ensure organizational alignment and resource deployment toward top priorities.

## Your Profile

You will have:

### Qualifications

- Life Science Degree and Marketing qualification essential (CIM)

### Experience

- Previous experience of operating within a multi-national healthcare company in Rx Marketing specifically. EU / EEA / RoW.
- Previous experience in Digital platform marketing necessary
- Track record of achieving agreed targets.
- Track record of planning and Implementation of successful product launches into UK EEA RoW

### Competencies

- Strong agile thinker who can adapt to situations of high-speed change
- Good attention to detail
- Problem solver who can work through complex issues
- Candidate must demonstrate a Growth mindset and willingness to learn
- must demonstrate integrity and high ethical standards
- previous demonstration of working effectively as part of team with strong collaboration
- demonstrates a willingness to achieve goals together and respect the view of others
- Results orientated and accountable for actions

## To apply

Please send your CV to [careers@essentialpharmagroup.com](mailto:careers@essentialpharmagroup.com) along with your current salary and salary expectations.