



JOB DESCRIPTION

I. POSITION SUMMARY:

The Senior Product Manager will be a key contributor to the company's revenue and profitability via the development and implementation of strategic and tactical marketing programs and materials to promote Endari, creating brand awareness and driving business objectives. As part of the cross functional team, this position will provide critical input into the Strategic and Tactical plans.

DUTIES AND RESPONSIBILITIES:

- Create and support the development and implementation of product strategy that ensures new business and drive growth.
- Work within the framework of OPDP, PhRMA marketing guidelines and Emmaus policies to ensure that material and programs are compliant.
- Support development and implementation of sales promotion campaigns and material.
- Manage agency relationships to ensure timely delivery of assigned tactics that align with strategy.
- Collaborate with sales force and medical department to develop patient programs that are in line with strategic direction; leveraging these programs to support market expansion.
- Monitor and control program performance and work with team to adjust plan accordingly.
- Ensure assigned projects are on budget and delivered accordingly to plan.
- Follow the implementation of brand strategies and tactics with internal team; analyze feedback, propose changes and improvements when necessary.
- Manage digital media, company and product websites, medical conferences and advisory boards.
- Communicate effectively within the organization to ensure the motivation and alignment of sales force and other stakeholders (for example Market Access & Business Intelligence, Scientific Affairs, Finance) to achieve product objectives.
- Build productive business relationships with Key Opinion Leaders and Influential customers across the country.
- Execute other duties as assigned by the direct manager and other members of Emmaus' Pharma Management team as training and experience allow.
- Perform other duties as assigned.

SKILLS AND ABILITIES:

- Ability to analyze and interpret market data; capable of identifying market research needs and commissioning appropriate project work.
- Ability to manage multiple diverse tasks by setting priorities and scheduling resources within the team.
- Ability to develop effective relationships and operate with senior level management within both internal and external organizations.
- Ability to work efficiently under pressure and tight deadlines.
- Excellent analytical, communication (oral and written) and organizational/planning skills.
- Proficiency in Google Analytics.
- Familiarity with digital marketing and social media marketing.
- High level of understanding of regulatory guidelines (OPDP, PhRA).

MINIMUM REQUIREMENTS:

- Bachelor's Degree required, MBA with a concentration in Marketing preferred.
- 3-5 years of combined sales and marketing experience in the Pharmaceutical sector.
- 2+ years of product management experience in the Pharma/Biotech sectors.

II. COMPLEXITY OF WORK:

Requires good verbal and written communication skills, tact, accuracy, and the ability to prioritize work and work well under extreme pressure. Ability to work independently and interface with various levels of administration and management. Must maintain all levels of confidentiality and have a professional, positive attitude towards the job.

III. SUPERVISION OF OTHERS:

Yes.

IV. RESPONSIBILITY FOR CONFIDENTIAL INFORMATION:

The majority of information processed by the Senior Product Manager is extremely confidential and requires utmost discretion in handling. In addition, the Senior Product Manager is often referred unusual and sensitive requests for information, which may involve other office staff. The Senior Product Manager is required to keep this information confidential and not discuss it with the other staff members in the office.

V. UNUSUAL JOB REQUIREMENTS:

May be required to perform other duties as appropriate to the needs of Emmaus Medical that are not listed and in addition to this job description.