



## JOB DESCRIPTION

Emmaus Medical, Inc. is a biopharmaceutical company located in Torrance, CA (Los Angeles County) and is engaged in the discovery, development and commercialization of innovative treatments and therapies primarily for rare and orphan diseases. We are initially focusing our product development efforts in Sickle Cell Disease, an inherited genetic disorder. Our lead product, Endari, is an oral pharmaceutical grade L-glutamine treatment that demonstrated positive clinical results in our completed Phase III clinical trial and is approved for use in sickle cell anemia and sickle  $\beta$ 0-thalassemia.

### I. POSITION SUMMARY:

The Senior Director, Brand Marketing role focuses on driving Endari brand awareness and education with Sickle Cell patients and their support networks. This role centers on brand positioning, consumer segmentation, go-to-market activations, and incorporating the patient voice. The Senior Director for Brand Marketing will report to the Vice President of Commercial Strategy and Marketing.

### DUTIES AND RESPONSIBILITIES:

- Lead overall development of integrated marketing plans including creative, media, PR, influencer, and field marketing.
- Partner with the commercial team and R&D teams to identify key consumer segments, brand growth opportunities, and consumer insights led brand positioning.
- Develop and monitor the impact of consumer facing campaigns to prove ROAS (Return On Ad Spend) and accomplishment of brand growth goals.
- Identify, on-board, and develop external agencies (as needed) including creative, media, PR, influencer, and field marketing to develop and execute integrated marketing plans.
- Develop and execute comprehensive marketing plans, potentially including ad development, media planning, online direct marketing, loyalty initiatives, etc.
- Partner with Emmaus Leadership Team to embed marketing as a discipline to drive business growth.
- Build and manage Endari marketing budget and brand P&L to accomplish consumer marketing business growth goals.
- Recruit and develop brand marketing team (as needed) to support brand growth goals and campaign development.
- Ensure that all marketing efforts align with brand strategy and values-based brand proposition
- Perform other duties as assigned.

### SKILLS AND ABILITIES:

- Ability to initiate, prioritize, and drive projects from inception, development to execution.
- Ability to build strong collaborative relationships and work cross-functionally to achieve business goals.
- Ability to think strategically and creatively problem solve under pressure.
- Excellent interpersonal and communication skills.
- Strong time-management, organizational and planning skills.
- Ability to effectively apply newly learned knowledge and skills.
- Ability to write routine reports and correspondence.
- Understand and show a track record of virtual marketing experience.
- Have a familiarity of PHARMA guidelines and compliant marketing culture

**MINIMUM REQUIREMENTS:**

- B.S. or B.A. degree required, MBA or equivalent degree preferred.
- Minimum seven years of brand marketing experience required; minimum four years of marketing experience in the Life Sciences preferred.
- Proficiency in Microsoft Office.
- Expertise in social media marketing.
- Experience with Google AdWords/SEM (search engine marketing) and SEO a bonus.
- Must be extremely pro-active and organized.
- Strong business acumen and analytical skills.
- Strong attention to detail and demonstrated success in research and analysis
- Track record of managing projects within timelines and budget
- Must be able to accomplish projects with hard set deadlines

**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 Director, Brand Marketing is extremely confidential and requires utmost discretion in handling. In addition, the Senior Director, Brand Marketing is often referred unusual and sensitive requests for information, which may involve other office staff. The Senior Manager, Brand Marketing 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.

**ACKNOWLEDGEMENT**

I have read the foregoing job description and understand the responsibilities of the job. I agree that I am able to perform the essential duties of this position.

\_\_\_\_\_  
Employee Name

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Manager Name

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Employee Signature

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Manager Signature

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Date Signed

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Date Signed

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*The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or physical requirements. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*