



*Position Title: Product Director (HCP)*

*Department: Commercial*

*Reports To: Marketing Lead*

*Date:*

*\_x\_ Exempt*                       *\_\_ Non-Exempt*

*Summary of Position:*

Reporting to the Senior Director of Marketing, the Product Director (HCP) will be a key steward in the development and implementation of HCP-directed initiatives, ensuring the successful commercial launch for a high-priority development stage drug.

*Position Responsibilities:*

- Creation of branded campaigns and campaign materials for the US market.
- Optimize the development of clear, succinct, messaging that resonates with the perceptions and attitudes of HCPs within select segments of the market.
- Selection and management of creative agencies to deliver on internally developed priorities.
- Effectively collaborate with medical, legal, and regulatory review committee to shepherd promotional materials aligned to brand positioning
- Partner with Digital/NPP lead, Sales Ops, and analytic functions to ensure alignment of content and optimization of resources toward HCPs
- Collaborate with Market Research to assess and validate positioning, value proposition and opportunities for brand differentiation, as well as optimizing analytical support for the brand
- Oversee and drive cross-functional launch readiness using launch-tracking software.
- Collaborate with and support global partners in development of the global brand and launch preparation.
- Manage a marketing budget specific to their projects.
- Compliantly collaborate with Global Medical Affairs on communications strategy and KOL engagement.
- Support an environment of collaboration and alignment with Research and Development, regional/country counterparts, and other key internal stakeholders.
- Work effectively within the established corporate and industry compliance guidelines

*Candidate Requirements:*

- Bachelor's degree in science or business discipline; advanced degree preferred.
- 10 or more years of pharmaceutical commercial experience, including relevant experience working on, or with, public relations, digital, and non-personal promotion.
- Experience working on hospital-based products is preferred; antibiotic experience a plus.

- Strong understanding of managed care and hospital DRG environment
- Demonstrated cross-functional knowledge base including but not limited to market research and analytics, market access, medical affairs, field sales, regulatory compliance, and clinical development principles.
- Demonstrated ability to lead initiatives and manage coordination of cross-functional projects in complex matrix environments.
- Demonstrated success working in a cross-functional and cross-geographical team environment.
- Demonstrated effectiveness working on multiple projects simultaneously.
- Effective communication and high-impact presentation skills.

*Additional Information:*

- Travel expectations (%) - <10%
- Technology skills: Microsoft Office