



CIPHER Pharmaceuticals is a company with a rich history of accomplishments and is passionate about pharmaceutical innovation, high performance, rapid growth and the cadence of our fast-paced culture. We are unwavering in our efforts to attract and hire top talent whose leadership will help us in unlocking the full potential of our company.

Senior Marketing Manager, CV Hospital Business

Position Summary:

Reporting to the Marketing Director, provides leadership in development, management and implementation of marketing plans to meet brand objectives and deliver brand profits.

Provide overall leadership for the Cardiovascular Hospital business to achieve Rx growth objectives. Champion activities across the marketing spectrum which are relevant to the designated brand including: brand strategy, communication strategy, market research, new product introduction and promotion strategy.

As a member of the commercial team, has shared responsibility to optimize business results and create competitive advantage in the marketplace.

Responsibilities:

- Develop annual brand plans; implement marketing strategies, campaigns and tactics to drive demand
- Champion the development of a customer strategy that ensures a strong reputation, high visibility and commercial competitiveness
- Develop relationships with key decision makers that can support formulary and protocol inclusion within targeted institutions
- Proactively identifies relevant brand opportunities and risks, monitor and develop plans to convert results
- Develop, recommend and manage the advertising and promotion budget and project timelines
- Work with analytics to support product forecasting including TRx, sales and unit modeling appropriate for demand/ inventory management and performance measurement/monitoring
- Coordinate and direct the delivery of support services including: briefing of marketing research activities, agencies of record and training for the sales force
- Effectively communicate the marketing strategy and annual promotional plan to the sales team
- Lead, interact with, resolve conflict and drive consensus among cross functional team members in support of key brand initiatives

- Lead the analysis and reporting of brand business results including sales, market share and TRx performance to plan, KPI's, marketing variance, promotion ROI, execution progress
- Co-ordinate the production of all marketing material; adhering to internal SOP's and company compliance policies
- Collaborate with market access team to support Cipher's market access objectives
- Work closely with Medical Affairs to ensure customer medical requests/concerns are effectively managed

Education/Experience

- Bachelor's degree; advanced degree is an asset (MBA, MSc)
- 5+ years of progressive experience in commercial pharmaceuticals, 3+ years in marketing of acute care products in the hospital environment
- 2+ years of experience within a pharmaceutical start up organization (preferred)

Qualifications:

- Demonstrated track record of successful product launches and sustained commercial growth
- A proven marketer who has delivered keen insights, compelling strategies and competitive advantage to pharmaceutical brands; can translate strategy into practical, competitive and executable business plans
- Astute problem solver who reviews facts and options, exhibits sound judgment, a realistic understanding of issues and demonstrates a bias for action
- Demonstrated excellence in project management and effectively managing multiple projects/priorities
- Bilingualism (French / English) (preferred)

Required Knowledge and Skills:

- Deep understanding of the hospital environment, particularly within the acute care setting (key cardiac center's emergency and infectious disease departments)
- Comfortable navigating Health Canada, current Good Manufacturing Practices (cGMP), PAAB, Innovative Medicines Canada, PMPRB and other regulatory requirements
- Public speaking, persuasion and presentation methods and techniques; communicates clearly and concisely, both oral and written
- Excellent analytical and planning abilities; budgets and financial plans
- Responding to inquiries from management, customers and regulatory agencies
- Working independently to manage multiple projects, duties and assignments; exceptional time management and organizational skills
- Planning, recommending and implementing objectives, strategies and practices to assure the highest quality of service, product satisfaction, and continued business relationships with customers
- Effective & efficient management of resources; cost minimization and value maximization

- Ability and desire to travel for business (up to 20% of time): domestic meetings (co-travel, Ad Boards, Conferences) and to key International Meetings as assigned by the Marketing Director

Resumes should be **forwarded to Human Resources:** humanresources@cipherpharma.com