

## Manager / Sr. Manager Interactive Patient Marketing

Job ID: 00412475

### Job Function

Product & Segment Marketing

### Schedule

Full-time

### Location

United States-California  
South San Francisco

### Job type

Regular Employee

### Company/Division

Pharmaceutical

### Job Level

Experienced

## Who We Are

At the Roche Group, about 80,000 people across 150 countries are pushing back the frontiers of healthcare. Working together, we've become one of the world's leading research-focused healthcare groups. A member of the Roche Group, Genentech has been at the forefront of the biotechnology industry for more than 30 years, using human genetic information to develop novel medicines for serious and life-threatening diseases. The headquarters for Roche pharmaceutical operations in the United States, Genentech has multiple therapies on the market for cancer and other serious illnesses. Please take this opportunity to learn about Genentech, where we believe that our employees are our most important asset and are dedicated to remaining a great place to work.

## The Position

Interactive Patient Marketing is a Center of Expertise made up of experienced marketers who partner with the brands to focus on improving patient outcomes. Through a deep understanding of the patient, we devise highly impactful, integrated initiatives to drive desired behavior. We measure to continually optimize our impact and influence. As a result of our work, patients are better served, ultimately enhancing Genentech's profitability and leadership.

The **Manager/Senior Manager, Interactive Patient Marketing** defines and oversees marketing programs to consumers, patients, caregivers, communities and health care providers that use social influence, permission-based and relationship marketing techniques, cultural/literacy adaptation and integrated marketing technologies with the purpose of generating better and measurable patient outcomes for Genentech products/therapies.

The Manager/Senior Manager, Patient Marketing role partners with brand marketing and works with key internal/external partners/stakeholders in the strategic positioning, design, development and implementation of patient marketing plans and tactics for the assigned

GNE products and/or special projects/initiatives.

This particular position will focus on supporting a to-be assigned brand(s) in the oncology / cancer therapeutic area.

**Key Accountabilities:**

- Incumbents in the Manager/Senior Manager, Patient Marketing role are generally expected to:
- Identify the strategic priorities, commercial value and role that interactive patient marketing will play in achieving Brand objectives and driving better patient outcomes.
- Lead and/or oversee the design, development, & ongoing monitoring/measuring of patient-centric marketing strategies, plans and tactics for supported brands and their indications such that these will meet or exceed established goals & targets.
- Exercise latitude and independence in managing own work and decision making activities that require regular use of ingenuity and innovation.
- Create and manage project development plans and agency partners, establishing clear goals, success criteria, and KPIs
- Act in complete & total compliance with all laws, regulations and policies
- Assist in the development of 1 year tactical plan and 3 year patient marketing brand plans for supported products, as well as give guidance and make critical contributions from the longer term/longer range patient marketing perspective to brand lifecycle plans.
- Collaborate with Interactive eMarketing and Interactive Marketing Operations & Insights teams to develop integrated iPlans for multi-channel and relationship-based initiatives.
- Contribute as an "expert" and champion for the Interactive Patient Marketing Team with internal and external partners/stakeholders - bringing in-depth DTP (direct-to-patient) marketing skills & knowledge
- Participate as and when needed/appropriate in cross-functional or other project teams; helping the overall business of Genentech to continuously evolve, improve & excel

**Who You Are**

**You are an individual with the following qualifications, experience and abilities:**

- Understands where patient marketing must be applied to add value to the business. Familiar with the strategic drivers for the biotech/pharma environment.
- Understand the importance of cross-functional plans, tactics and performance management. Excellent collaboration skills.
- Proven track record for consistently meeting or exceeding financial and/or other quantitative targets, including measureable objectives and budget management.
- Ability, comfort & commitment in/to operating in a highly regulated environment and industry which requires understanding of the imperative for compliance with company policies, procedures and other relevant internal and external laws/regulations.
- Multi-media/multi-channel promotion and program experience including direct, database and relationship marketing. Experienced with agency and vendor management.
- Demonstrated ability to navigate and succeed within cross functional matrixed environment.
- Other, previous experience working in additional roles within the pharmaceutical, biotech or related industries, such as field sales, managed care, commercial support functions, etc. is preferred
- Strong organizational & time management skills; proven abilities to effectively manage

- & complete multiple priorities and projects in matrixed organization
- Bachelors Degree required, MBA or other related graduate-level degree is preferred
- A minimum of 4 years' previous marketing experience; 2 years' or more previous, relevant pharmaceutical/direct-to patient marketing experience (Rx or OTC)
- Business travel, by air or car, is required occasionally for business meetings and customer interactions
- Must have working knowledge of, or demonstrable aptitude to learn, product development, regulatory and clinical affairs

Genentech is an Equal Opportunity Employer.