

Rheumatology Brand Trainer

Job ID: 00412634

Job Function

Marketing & Sales Training & Development

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

Rheumatology Brand Trainer

The Brand Trainer supports the Rheumatology Franchise (ACTEMRA and Rituxan) in which the responsibilities are a combination of Clinical Trainer and Sales Trainer. Therefore, the Brand Trainer must possess a thorough understanding of the assigned brands in addition to be able to create training programs for both new hires and advanced sales representatives.

- Determines the most effective approach to meet product learning needs of the specific brand business. Applies instructional design principles and adult learning principles to enhance content delivery.
- Establishes goals and learning objectives to design appropriate and effective curriculum by leveraging adult learning principles.
- Researches the clinical issues and leverages resources (internal and external) to support the learning objectives in designing and creating training programs and products.
- Prepares and/or oversees the preparation of clinical training products and programs such as classes, workshops, learning modules, poster books, and other job aids and materials for distribution to CT&D customers and program participants.
- Develop Brand training programs as identified from Sales and Marketing teams focusing on Brand strategies and tactics which will ensure significant impact on increasing business.
- Facilitates Foundation (Phase I), Core (Phase II), and Continued (Phase III) Training Classes – skilled at group facilitation and group learning exercises.
- Designs and implements metrics to measure clinical training programs and products

impact, effectiveness, appropriateness, and utility.

- Filters and distributes educational resources (i.e. clinical papers) to the CT&D customers and other appropriate audiences while remaining contentious of legal and regulatory parameters.
- Collaborates with all CT&D customers and resources: Sales, Marketing, Development, Medical Communications, Clinical, Legal, Regulatory, Library Services, etc. to ensure consistency, avoid redundancy, and that needs are met and leverage internal resources thereby ultimately, enhance training programs.
- Communicates appropriate Commercial Training and Development (CT&D) programs and resources to all customer segments to help support the Commercial Organizations strategic goals
- Participates as an active member on Commercial and Brand product teams
- Facilitation of "Selling Excellence" training programs that will enhance the effectiveness of the field sales organization
- Participates on CT&D internal training initiatives

Who You Are

- Bachelor of Science in clinical science (i.e. Biology, Nursing, Pharmacy, and Medicine) and/or BS/BA in life sciences or business disciplines required.
- 3 or more years experience developing and delivering clinically focused training in the area of rheumatoid arthritis preferred
- At least 2 years pharmaceutical/medical sales or marketing experience
- Competence in following areas: Needs Assessment, Dealing with Ambiguity, Prioritization, Decision Making, Collaboration, Planning & Organizing, Implementation/Follow-up, Written and Verbal Communication, Command Skills, Customer Focus.

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