

eMarketing Manager / Sr. Manager

Job ID: 00412720

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

Please note:

- **Priorities are often evolving around pipeline and launch activities. Specific Brand assignment(s) are subject to change.**
- **Role may be filled at the manager or sr. manager level. Position description and requirements are written at the manager level.**

eMarketing Managers report into eMarketing Group Managers within the Interactive eMarketing department and are responsible for:

- **Creating innovative digital marketing solutions to measurably improve patient outcomes.**
- **Partnering closely and effectively with Commercial brand marketing team(s) to provide cutting-edge and deep eMarketing expertise.**
- **Managing digital marketing solutions from strategy to development & launch, then ongoing measurement & optimization.**
- **Collaborating with internal partners within Interactive Marketing to share new innovations, best practices and key insights from eMarketing programs,**

- conferences and other training opportunities.
- Managing eMarketing budget and multiple vendor relationships in order to efficiently and effectively meet expectations

Who You Are

You are an individual with the following qualifications and on-the job experience:

- Minimum 3 years of experience directly leading eMarketing programs including website development, search engine marketing, online relationship marketing programs, mobile marketing and social media
- Minimum 2 years work experience in product/brand marketing, field sales, or market planning in the pharma/biotech/or related industry
- Previous experience working with/managing activities of multiple vendors at the same time; Strong agency negotiation skills.
- Proven track record in working with others. Welcomes and incorporates diversity in ideas and opinions. Strong customer orientation and focus.
- Specific therapeutic category experience a plus.
- Education: Bachelors Degree, MBA or other related graduate-level degree is preferred

Skills:

- Outstanding communication and presentation skills
- Proven ability to influence without authority
- Strong organizational & time management skills; proven abilities to effectively manage & complete multiple priorities and projects
- Proven experience identifying specific areas for change, efficiency and innovation, including those that challenge the status quo.
- Ability to gauge the feasibility, impact and risks of proposed innovations.
- Takes into account the needs and priorities of other parts of the business when planning for own area.
- Demonstrated proficiency in managing more complex marketing responsibilities, including integration across multiple functions and activities.
- Impeccable ethics and integrity
- 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 or external laws, regulations and the like
- Strong analytical skills capable of effective and efficient use of market research, business forecasts and other quantitative & qualitative data; demonstrable ability to use such data to help inform and shape eMarketing strategies, plans, activities, promotions, etc.
- Platforms/Software: Apple (iPhone/Mac/iPad), Google (Docs/Calendar/Mail/Sites), Microsoft (PowerPoint, Word, Excel), Keynote, Adobe Professional

Genentech is an Equal Opportunity Employer.