

## Senior Manager, Promotional Services

Job ID: 00413016

### Job Function

Project Management Sales & Marketing

### Schedule

Full-time

### Location

United States-California  
South San Francisco

### Job type

Regular Employee

### Company/Division

Pharmaceutical

### Job Level

Manager

## 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

Sr. Manager, Promotional Services

Location: San Francisco, CA

### Job Description

#### 1. Compliance, Knowledge & Skills

- o Follows all laws, regulations and policies that govern the conduct of all activities. Is accountable for being fully knowledgeable of all relevant policies and for abiding by these
- o Does not compromise ethics or integrity, or undertake legal risks while pursuing business goals
- o Asks questions when in doubt
- o Demonstrates leadership among peers by consistent application and modeling of the appropriate compliance, behavior and conduct
- o Where applicable, is required to obtain and maintain full proficiency and knowledge of disease state, product and other aspects or issues as provided for and mandated by the

company

## 2. Team Leadership & Development

- o Sets short and long term goals, vision and strategy for the team
- o Plans & implements an aligned team structure with clear roles & responsibilities and ensures the appointment/placement of appropriately skilled/qualified team members to meet the different needs/roles within the team
- o Hires, develops and retains talent on the team; ensuring alignment of hiring in relation to team structure requirements to help fulfill/meet departmental plans and objectives both in the immediate sense and over time/building for the future
- o Ensures direct reports are developed to expand their skills and abilities, as well as relevant product and surrounding marketplace knowledge
- o Proactively manages team performance, giving direct, clear, open & honest feedback, as well as recognizing and rewarding successes. Ensures any indirect reports are also regularly appraised of performance feedback. Complies, and ensures the same for any indirect reports, with all company policies & procedures in terms of formal performance feedback & reviews
- o Acts rapidly, appropriately, decisively and consistently in cases of observed or reported potential policy violations. Is guided by company policies and procedures
- o Ensures team members have access to needed resources and information that will enable them to perform their roles/responsibilities to the best of their abilities.
- o Provides direction, coaching, feedback and guidance to help ensure the team meets or exceeds assigned goals and objectives
- o Leads by example in developing personal technical and leadership skills and ensures team members participate in similar opportunities

## 3. Planning & Development

- o Ensures team and self stay abreast of internal and external changes and evolutions: Genentech business strategies, goals and objectives, market and industry trends, as well as legal and regulatory developments and requirements
- o Works with direct reports, brand teams across all Genentech Commercial business units, and external advertising agencies to proactively review and plan for upcoming promotional communication strategy requirements:
- \* Assigns team member responsibilities by Genentech business unit and/or Genentech brands
- \* Contributes to strategies around scope, content, order volume, artwork, quality, compliance and other project management direction, requirements and terms
- \* Plays a leadership role in managing external vendor selection process and programs
- \* Develops key content for all RFP documentation, including detailed requirements for promotional services as well as process for competitive bidding and selection
- \* Takes the lead departmental role in identifying and recommending opportunities to optimize

their investment

- \* Ensures the team is meeting the needs of the commercial organization

- o Responsible for ensuring streamlined departmental practices, procedures, systems and tools:

- \* Defines internal workflows and processes; includes development and implementation of DOPs (Department Operating Procedures)

- \* Defines all roles and responsibilities across team

- \* Identifies, recommends and oversees the development of departmental systems and tracking tools, such as digital asset management system, gPrint, etc.

- \* Defines departmental performance metrics and standards, such as key performance indicators that enable the department and its internal customers to measure effectiveness and efficiencies

- o Analyzes and makes recommendations regarding workload balance and required resources and other infrastructure needs to fulfill all project management responsibilities, goals and objectives across all Genentech business units

- o Identifies, leads and/or assigns special, other departmental projects, as and when appropriate

- o Leads the discovery process of new innovative solutions to the stakeholders that the team will take on as a priority

#### 4. Project Management & Operations

- \* Acts as lead industry expert for promotional communications strategies, primarily in print, between Commercial and the various Genentech Commercial Operations business functions and teams:

- \* Provides industry trends and perspectives on areas of future growth

- \* Provides regular and ad hoc communication to internal customers and external vendors where appropriate

- \* Sits on and/or leads various cross-functional task forces, committees or forums associated with print management effectiveness, efficiencies, external vendor spends and leverage, etc.

- \* Takes the lead role in developing, implementing and training others on departmental systems, procedures, practices and tools

- \* Oversees the work of all direct reports, across all intervals, to ensure on-time, on-target and on-budget project management:

- \* Ensures brand needs are being met through team resources

- \* Monitors quality control and brand consistency

- \* Maintains appropriateness, timeliness and optimizing cost efficiencies for key programs

- \* Reviews team reports to ensure accuracy, thoroughness and timeliness. Uses information to identify new, enhanced or extended opportunities to continuously optimize Genentech

Commercial Operations' investment in promotional tactics

\* Completes other administration as and when assigned

\* Regularly holds & leads staff and other meetings to keep abreast of business needs & developments, as well as for continuous information dissemination amongst team

### Key Accountabilities

Incumbents in this role are generally expected to:

- o Support internal customers in the assigned business unit(s) in effective and efficient management of brand promotional communication strategies
- o Manage the internal workflow to ensure on-time, on-target and on-budget execution and implementation
- o Provide outstanding support to all internal & external partners, stakeholders and vendors
- o Participate in process improvement projects or other endeavors that enhance and streamline departmental processes, systems, tools and other resources
- o Act in complete & total compliance with all laws, regulations and policies
- o Play a critical role in ensuring only approved resources are utilized in the promotion of Genentech products
- o Work collaboratively, effectively and efficiently with all internal/external partners & stakeholders

## Who You Are

### Qualifications:

**Minimum: BS/BA in life science, engineering, business or relevant experience. Master of Business Administration (MBA) preferred**

Genentech is an Equal Opportunity Employer.