

Product Manager / Sr. Product Manager - Managed Care Marketing

Job ID: 00413049

Job Function

Sales & 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

Product Manager / Senior Product Manager

Managed Care Marketing (MCM) supports Genentech's business by designing managed care marketing strategies, plans and programs for Genentech's pipeline and in-line portfolio that enable Genentech's goals to be met across US managed care segments (payers, channels, practices).

For pipeline products, MCM supports molecules as early as Phase II drug development, and involvement extends to approximately 6 months post-launch. Senior Product Managers are generally responsible for multiple molecules at various stages of development.

For in-line products, Senior Product Managers act as a primary liaison to managed care account managers (for payer and channel customers) and field reimbursement managers (FRM) (for practices) and may have matrix responsibilities to represent MCM for one or more products or franchises.

Product Manager / Senior Product Manager responsibilities may include:

Overall

- Creates and delivers managed care marketing strategies and programs; manages relevant agencies and budgets
- Works with US and/or Global cross-functional groups to ensure a seamless and well-integrated messages and overall positioning across multiple marketing platforms
- Aligns therapeutic area and managed care marketing strategies and tactics with pricing, reimbursement, contracting, distribution and other relevant functions
- Contributes expert managed care marketing insights and perspectives into long-range business plans and other relevant 3-year and 1-year brand strategies and tactical plans
- Educates internal partners and stakeholders on the US managed care landscape and its implications to current and future managed care marketing strategies, plans and objectives
- Continuously refines knowledge of internal and external business drivers of the managed care landscape and their implications for Genentech
- Contributes new creative, innovative opportunities; increasing adoption, pull-through and overall results
- Complies with all laws, regulations and policies that govern the conduct of GNE activities

For pipeline molecules

- Leads managed care strategic planning to contribute to Phase III drug development investment decisions, trial design, and overall value proposition
- Builds, implements and manages the managed care marketing plans, including market readiness activities, launch readiness reviews, account segmentation, key message development, promotional development, field training, and competitive readiness (as relevant)

For in-line products

- Acts as a key liaison to managed care customer-facing teams and to relevant brand teams
- Works with various MCCO account management teams to effectively and efficiently apply branded and non-branded promotional resources or other relevant resources to accounts, as appropriate
- Provides strategic consultation to account management-led account planning
- Reviews and assesses cross-functional business strategies, plans and tactics; recommends managed care marketing strategies, plans and activities that support optimal positioning and reimbursement of and access to Genentech medicines
- Creates and manages 3-year and 1-year managed care marketing strategies, plans, and tactics for specific managed care segments
- Continuously monitors and measures effectiveness and results from managed care marketing strategies, plans and objectives.

Who You Are

- Bachelors Degree
- MBA or other related graduate-level degree is preferred
- A minimum of 4 or more years' work experience
- An average of 2 years' previous marketing experience in the pharmaceutical,

- biotechnology, or related industry
- Previous, direct managed care experience – marketing, strategy, account management, or other roles – is preferred
 - Previous marketing experience in the same or related therapeutic area is a plus
 - Previous market research, analysis, planning experience in the pharmaceutical, biotechnology, or related industry is a plus
 - Previous pharmaceutical, biotechnology, or related field sales or field sales management experience is preferred
 - Proven track record for consistently meeting or exceeding financial and/or other quantitative targets, as well as qualitative goals
 - Previous experience in completing and implementing attainable business plans
 - Business travel, by air or car, is required for regular internal and external business meetings

Genentech is an Equal Opportunity Employer.