

Strategy Manager/Sr. Strategy Manager - Reimbursement Strategy, MC Marketing

Job ID: 00414595

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

This position may be filled at a Strategy Manager or Sr. Strategy Manager level.

Strategy Manager/Senior Strategy Managers in Managed Care Marketing develop, implement and manage the managed care marketing strategy, plan and tactics. Managed Care Marketing directly supports Genentech's business by ensuring managed care marketing strategies, plans and tactics enable business, financial and operational goals, targets and objectives to be met or exceeded across managed care segments within the U.S. Senior Product Managers act as a primary liaison to managed care account management and may also have matrix responsibilities to represent Managed Care Marketing for one or more products or franchises, as assigned.

- Stays abreast of and continuously develops his/her knowledge regarding internal and external business developments and drivers. Includes in-depth knowledge of the current and evolving managed care landscape and its implications for Genentech - formulary positioning, reimbursement, access and overall market share
- Conducts and synthesizes managed care markets landscape surveillance into commercial and market impact
- Provides analytic support for Government Affairs and Industry Analytics; including

identification of commercial implications of legislation to support lobbying and forecasting

- Translates implications of reform and other legislation to Genentech's go-to-market approach; including development and execution of Genentech's Value Forum
- Responsible for educating internal partners and stakeholders regarding the managed care landscape in the U.S. and related territories and implications of such to current, medium- and longer-term managed care marketing strategies, plans and objectives
- Reviews and assesses cross-functional business strategies, plans and tactics. Influences decision-making regarding Commercial-wide patient access-related issues
- Contributes new creative, innovative opportunities; increasing adoption, pull-through and overall financial results
- Responsible for expertly creating and managing 3-year and 1-year managed care marketing strategies, plans, and tactics. May also be, as assigned, responsible for Reimbursement Outlook
- Works closely with cross-functional teams to align therapeutic area and managed care marketing strategies, plans and tactics with pricing, reimbursement, contracting, distribution and other relevant business, financial and operational strategies, plans and objectives
- Contributes expert managed care marketing insights and perspectives into long-range business plans and other relevant 3-year and 1-year strategies and tactical plans
- Works with MCCO account management teams to develop and communicate the managed care marketing strategy. Works similarly with MCCO's field reimbursement account management teams to develop and communicate the managed care practice management strategy for physicians and other healthcare professionals in the field
- Works with cross-functional groups to ensure a seamless and well-integrated message and overall positioning across multiple marketing platforms, e.g., online, direct-to-patient, etc.
- Creates appropriate marketing budgets by working with peers, manager and/or other internal partners
- Ensures appropriate and timely implementation of approved managed care marketing plans and tactics under his/her responsibility
- Continuously monitors and measures effectiveness and results from managed care marketing strategies, plans and objectives. Regularly reviews forecasting and other business analyses and uses to make appropriate further recommendations to increase market access, address currently unmet needs, and generally help to improve the overall market strength for Genentech in assigned managed care segments
- Directly manages the implementation of all assigned managed care marketing plans and tactics to ensure timely and quality execution that will meet or exceed assigned targets, goals and objectives
- Works with others to identify, recommend, create and help implement new account management tools/resources that will enable the field to represent Genentech in accordance with the defined strategy and position
- Executes a number of strategic projects and develops internal points-of-view (POVs)
- Complies with all laws, regulations and policies that govern the conduct of GNE activities

Who You Are

- Bachelors Degree
- MBA or other related graduate-level degree is preferred
- Average 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.