

Marketing Operations Manager / Senior Marketing Operations Manager, Quality & Learning Operations

Job ID: 201911-131896

Job Function

General Business Operations

Location

South San Francisco
California
United States of America

Schedule

Full time

Job type

Regular

Company/Division

Pharmaceuticals

Job Level

Individual contributor

The Position

The Marketing Operations Manager, Quality & Learning Operations is a strategic, solutions-oriented role that manages all operational aspects of the planning, approval, and production of customer-facing programs and materials across multiple therapeutic areas. S/he serves as the connection between brands marketing strategies, medical communication strategies, and effective program execution, partnering cross-functionally with internal stakeholders including Marketing, Regulatory, Legal, and Medical, as well as external agencies, vendors, and suppliers. Additionally, this role is accountable for advising, directing, and training stakeholders with support and insights to guide marketing tactics and management of the promotional materials supply chain and review process.

Key Job Responsibilities

- Ensure successful launches, line extensions, and updates across assigned products/franchises by providing strategic guidance and oversight of promotional materials creation, review, and management.
- Ensure the quality of all material submissions to PRC for assigned products/franchises, including non-technical review for consistency, adherence to corporate branding guidelines, accuracy and completeness of materials prior to PRC review and following PRC discussions.
- Plan and coordinate the review and production of brand marketing materials to reach patients and customers in a cost efficient and effective way.
- Onboard and train internal and external stakeholders on processes and systems. Support efforts to set standards, train, and monitor marketing agencies involved in all Marketing Operations processes.
- Act as a subject matter expert in partnership with internal stakeholders and represent Marketing Operations in cross-functional and other key meetings, projects, and programs.

- Provide proactive analytics and actionable insights to enable informed decision-making for brands and marketing programs. Communicate new or updated procedures or changes.
- Identify and execute opportunities to improve processes, systems, capabilities and contribute to finding and implementing solutions to continuously improve the efficiency and effectiveness of Marketing Operations. Partner with key stakeholders to propose and implement improvements to process, tracking, and reporting/communication.
- Stay abreast of evolving processes, logistics, industry trends and vendor capabilities.
- Lead special projects and initiatives, including defining objectives, milestones, deliverables, resources and stakeholder management, that can bring considerable impact and value to operations and overall results.
- Ensure consistency and compliance with Genentech standards, laws, regulations, and policies that govern the conduct of Genentech activities.

BPG Responsibilities

Compliance - Promote and participate in an open dialogue on compliance topics and reinforce importance of adhering to compliance policies and guidance; hold self and others accountable for compliant behavior.

Simplicity - Seek to improve the way things get done by making efficient and resource-conscious decisions. Work to make processes simpler and more effective.

Customer Centricity - Work with the end-user in mind (i.e. patient, key stakeholder, or other party). Ensure that work is in support of creating value for the end-user.

Qualifications & Experience

- Bachelor's Degree, 5-7 (Manager) 7-10 (Sr. Manager) years of relevant experience
- Experience in marketing, marketing operations, project/program management
- Experience in Healthcare, Biotechnology, or Pharmaceuticals industry preferred
- Demonstrated ability to review content and materials with a crucial attention to detail
- Demonstrated ability to communicate with and influence key stakeholders at multiple levels
- Demonstrated ability to communicate complex information to key stakeholders
- (Sr. Manager only) Experience coaching & mentoring junior team members

Living the Operating Principles is How We Do Our Work

- I put the patient first, always. I act as if the patient is in the room in all of my decisions and actions. If I have to weigh doing what's best for the patient vs. the customer, I will do what's best for the patient.
- I am tenacious in meeting customer needs. I co-create solutions that help serve patients better. I focus externally and understand customer experiences. I ask for feedback and act on it.
- I act on behalf of the whole company, not just my team. I break down silos. I consider the impact of my decisions and actions on the enterprise. I see the bigger picture, make connections and share ideas that may help others. I never say it's not my job.
- I am inclusive. I create an environment of belonging where everyone can be themselves while contributing fully to the organization's success. I intentionally seek and value diversity. I bring my authentic self to work and help others to do the same.
- I build a culture of trust. I believe my colleagues are competent and credible. I am open about what I don't know and I value the expertise of others. I share information broadly. I spark robust debate on the topics that matter. I speak my mind and listen intently. I commit to the decisions of others.

- I grow my capabilities to increase my impact. I own my development and I help others develop. My career will thrive as I embrace opportunities to gain skills and perspectives to reach my full potential. I constantly adapt and learn.
- I have a bias for action. Speed matters and I don't let perfectionism or conservatism get in my way. I assemble the smallest team possible to get the job done. I ask "how might we?" I experiment, learn and iterate to make progress every day. I take the simplest approach.
- I am accountable. I deliver high impact results. I set clear expectations for myself and I am transparent with the work I am doing. I follow through on my commitments. I hold myself and others to a high standard.
- I use time and resources to create the most impact. I invest boldly to create possibilities and shape the future. I don't squander resources. I use existing resources and approaches when possible. I stop doing things that don't serve our mission.
- I act with integrity. I am honest and ethical in all that I do. I actively build our reputation and set a higher standard for the industry.

Who We Are

A member of the Roche Group, Genentech has been at the forefront of the biotechnology industry for more than 40 years, using human genetic information to develop novel medicines for serious and life-threatening diseases. Genentech has multiple therapies on the market for cancer & other serious illnesses. Please take this opportunity to learn about Genentech where we believe that our employees are our most important asset & are dedicated to remaining a great place to work.

Genentech is an equal opportunity employer & prohibits unlawful discrimination based on race, color, religion, gender, sexual orientation, gender identity/expression, national origin/ancestry, age, disability, marital & veteran status. For more information about equal employment opportunity, visit our [Genentech Careers page](#).