



JOB DESCRIPTION

JOB TITLE: Senior Brand Manager / Brand Manager

LOCATION: Fort Worth, Texas (Downtown)

EyeVance Pharmaceuticals is committed to building a world class commercial team of passionate, ethical, and credible professionals that are committed to winning the right way and are accountable to their assigned objectives. We will always focus on our customer's needs and provide exceptional service.

POSITION SUMMARY:

This position will be responsible for the development, implementation and execution of strategic marketing plans that increase brand identity, utilization and brand awareness, achieving short and long term business goals to maximize revenue. This person will lead a range of initiatives focused on pre-launch brand awareness, brand launch and ongoing activities in support of the overall commercial strategy. This position will report to the Director of Marketing and have significant interaction with cross functional teams.

ESSENTIAL RESPONSIBILITIES:

- Manages all brand/marketing activities including: product launch, market research, brand creation, all brand strategies and tactics, and collaborative and peer-to-peer initiatives.
- Develop and manage market share estimation process that uses industry estimates combined with internal forecasting to provide early indication of market trends.
- Analyze market activity, develop comprehensive reporting needed to meet a wide range of request types, and present findings and recommendations to senior leadership and internal stakeholders including but not limited to marketing, product management, sales and supply chain.
- Manage the market strategy and deliver support to the Corporate Planning cycle.
- Accountable for preparation of an unbiased view of the competitive landscape based on an in-depth analysis of the data.
- Monitor the effectiveness of and identify and pursue opportunities for improving the company's market, customer and general analytic capabilities.
- Leverage the usage of market and customer intelligence through liaison with Corporate and Commercial teams and the sharing of a variety of presentations and reports.
- Lead digital strategy for the brand. Seek out and determine steps to include branded messaging in the digital space to reach customers where they are (i.e., social media, voice search, mobile).
- Actively participate in agency-led development of creative platform, review and recommend revisions to the creative brief and creative assets.
- Partner with media agency to assess spend, media partners and initiatives.

REQUIREMENTS:

- Bachelor's Degree with Branding/Marketing, Business, or related field
- In-depth knowledge of Pharmaceutical marketing/brand development, research and related business compliance demonstrated over >3 years
- Therapeutic area experience in Ophthalmics preferred
- Project Management experience required
- Demonstration of successful working relationships with external stakeholders / KOL's
- Strong analytical skills both qualitative and quantitative research
- Ability to think critically and work independently under tight deadlines
- Exceptional communication and presentation skills
- Ability to manage multiple projects simultaneously
- Strong organizational and analytical skills
- Ability to maintain a high level of confidentiality, professionalism, and adaptability

BENEFITS:

- Competitive pay structure
- Health Insurance
- Equity Incentive Plan
- 15 days paid time off per year
- Approximately 9 Holidays & 2 Floating Holidays
- 401k Savings Plan

TYPICAL CAREER OPPORTUNITY:

Sr. Brand Manager, Marketing Manager, Marketing Director, Brand/Product Director

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