



JOB DESCRIPTION

JOB TITLE: Associate Director, Marketing

LOCATION: Fort Worth, Texas (Downtown)

Eyevance Pharmaceuticals LLC is seeking an Associate Director, Marketing with a passion for customer experience and brand strategy to join our U.S. marketing team based at our headquarters in Fort Worth, Texas. This is a pivotal role within our rapidly expanding commercial organization and is fundamental to our evolving DTC and DTP strategic initiatives.

POSITION SUMMARY:

This highly visible role requires a strategic marketing leader with an insatiable curiosity about customer behaviors, engagement, and opportunities in the areas of DTC and DTP. The role requires a unique marketer with a savvy business orientation, the innate ability to think creatively, and that remains nimble and adaptive in all decision making. This position reports to the Vice President of Marketing and will have significant interaction with our cross-functional teams.

ESSENTIAL RESPONSIBILITIES:

- Lead all aspects of brand strategy for an OTC ophthalmic brand
- Analyze and manage all market activity, develop comprehensive market research and 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
- 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
- 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. Masters strongly preferred
- Dual experience with DTC and DTP strongly preferred
- Deep innovation experience and direct involvement leading OTC brand development and marketing, market research and related business compliance demonstrated over >5-7 years
- Therapeutic area experience in eyecare preferred
- Extensive experience in integrating and managing capabilities across various agencies

- Demonstration of successful working relationships with internal and external stakeholders
- Strong analytical skills both qualitative and quantitative research
- Ability to think critically and work independently under tight deadlines
- Exceptional communication and presentation skills, including strong presentation and facilitation skills to explain creative and innovative concepts
- 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
- 401k Savings Plan
- 15 Days Paid Time Off (PTO) / per year
- 2 Floating Holidays
- 11 Observed Holidays
- 2 Weeks Winter Shutdown
- Mobile Phone Reimbursement
- Wellbeats™ Virtual Fitness

ABOUT EYEVANCE PHARMACEUTICALS LLC.

Since inception in 2017, Eyevance remains dedicated to advancing ocular health through the development and commercialization of innovative and impactful topical ophthalmic products targeting the ocular surface and anterior segment that enable optimal vision and better quality of life, while also ensuring patient access for all patients throughout the U.S.

In September 2020, Eyevance was acquired by Santen Holdings U.S. Inc., a subsidiary of Santen Pharmaceutical Co., Ltd., a global company focused exclusively on ophthalmology.

With scientific knowledge and organizational capabilities nurtured over a 130-year history, Santen provides products and services to contribute to the well-being of patients, their loved ones and consequently to society.

For additional information, visit www.eyevance.com and follow on Twitter @EyevancePharma and LinkedIn (Eyevance Pharmaceuticals).