

HIV Associate Brand Manager

Full time - Remote or Home Office based - Montreal, QC

Summary

This unique role provides the opportunity to join the Marketing team of a growing company as an HIV Associate Brand manager. The successful candidate will be a key contributor in the implementation and execution of the launch of a new formulation for (*EGRIFTA SV*[®]) in the US market.

The candidate will play a key role in optimizing various aspects of the marketing mix, work with cross-functional teams, perform marketing analysis and support all facets of the brand with the ultimate goal of supporting healthcare professionals and their patients.

This is a rare opportunity to make a big impact in an expanding organization and for PLHIV. Key attributes to be successful in this role include being results driven, highly collaborative, flexible and resourceful.

About Theratechnologies

Theratechnologies is a biopharmaceutical company focused on the development and commercialization of innovative therapies. We currently market prescription products in the United States. Our commercialized products and our research pipeline focus on specialized therapies addressing unmet medical needs in HIV, oncology and hepatology.

Key Responsibilities

In partnership with the Marketing HIV Manager, contribute to the development of the brand strategic plan and to the implementation of the tactical plan to realize commercial objectives

1. Put tactical plan into action
2. Support and/or lead key marketing initiatives
3. Work closely with the digital marketing manager to ensure integrated commercial plan
4. Assist the Manager in new product formulation launch
5. Develop educational programs or tools for healthcare professionals
6. Contribute to conference activities and development of materials
7. Contribute to and take part in market research
8. Monitor, track and analyze the performance of various marketing initiatives to be able to react quickly and ensure delivery of business commitments
9. Assist with the preparation of presentations to the management
10. Liaise with external agency partners to drive brand strategy associated with tactics

Location

- Role may be remote based in US or home-office based (hybrid) in Montreal, QC. If remote some travel to home office would be required

Required Qualifications

- 1-3 years of experience in an Associate Brand manager type role and/or pharmaceutical agency experience
- Degree in life sciences, marketing or business
- Excellent spoken and written communication skills in English
- Demonstrated success in delivering marketing initiatives that have made an impact
- Strong project management skills: ability to manage agency relationships

Preferred Qualifications

- 1-2 years pharmaceutical sales experience
- Spoken and written communication skills in French is an asset but not required
- Experience in the US market preferred
- Knowledge of the HIV Market is an asset

Personal Qualities

- Ability to set objectives and meet deadlines
- Strong prioritization skills
- Ability to generate ideas and find solutions
- Ability to work both independently and also in a team environment
- Team spirit and willingness to roll up your sleeves
- Versatility and flexibility