



Job Title: Product Manager, Northera
Date: October 2011
FLSA Exemption Status: Exempt

General Summary:

The Product Manager, Northera, reports to the National Brand Director, and is responsible for pre- and post-launch marketing activities for Northera™ (droxidopa), an orphan therapy that is the company's first product to be commercialized. In collaboration with internal stakeholders and external partners, the Product Manager will help ensure a regulatory compliant launch of Northera to specialty and primary care markets.

Principal Duties and Responsibilities:

The Product Manager, Northera has strategic and tactical responsibilities as follows:

- Works with the core brand team, helping develop annual pre- and post-launch brand plans, strategies and tactics
- Ensures alignment of commercial strategies with key brand messages, marketing communications and materials
- Leads and manages tactical execution of various promotional education programs directed at target audiences (e.g. speaker's bureau, disease state website, etc.)
- Participates in sales meetings and field activities to communicate promotional strategies and activities, and to evaluate the effectiveness of marketing programs
- Establishes and manages a sales representative advisory board for field-level input, feedback and buy-in on all promotional marketing activities
- Serves as liaison between marketing and key internal functions, including sales, R&D, legal, regulatory, finance and business development to ensure the free flow of information and ideas
- Builds and maintains strong relationships with key opinion leaders from neurology, cardiology and primary care; and fosters their participation in promotional and educational activities
- Participates in industry conferences to reinforce and build market profile and position
- Assists in monitoring sales performance against marketing forecasts, while ensuring individually managed tactics fall within designated budgets
- Understands and complies with legal and regulatory requirements of the Food, Drug and Cosmetic Act, the Prescription Drug Marketing Act, the Pharma Code, and the OIG codes
- Ensures strategies and materials for promotion are only for approved indications of the product

Education and Work Experience:

The ideal candidate will have a college degree and 7 – 10 years of sales and marketing experience within the pharmaceutical industry, with a minimum of 3 – 5 years in product management.

Specialized Knowledge and Skills:

Candidates should possess: proven commercial experience in the pharmaceutical or biotechnology industry and a record of accomplishment in highly competitive specialty markets. Additionally, knowledge of orphan drugs and/or the CNS marketplace is preferred. Ideal candidates will display the ability to work independently, and manage multiple projects across functional areas. Experience with a premium-priced specialty product within a small pharmaceutical or biotech company is preferred. Proven leadership and team-building abilities, with creative problem-solving and analytical skills, and the ability to travel as needed are expected.

Equipment and Applications:

Proficient with Microsoft Office.

Work Environment and Physical Demands:

General office environment with occasional travel as dictated by the business needs.

Disclaimer:

The above declarations are not intended to be an all-inclusive list of the duties, responsibilities, skills and abilities required for the position. Rather, they are intended only to describe the general nature of the job.