



Position: Associate Director, HCP Marketing

Reports to: Director, HCP Marketing

Location: Brisbane, CA

Summary

Under the direction of the Director, HCP Marketing, the Associate Director, HCP Marketing leads the development, implementation and management of programs, services and tactics for targeted health care professional audiences – allergists, allergy allied health professionals and pediatricians – as Aimmune prepares to launch a therapy to address peanut allergies (AR101). As an Associate Director, this person will aid in the development of tactics aligned with strategic imperatives and cross-functional objectives, including market preparation, launch preparedness and post-launch activities. As part of the marketing team, this role shares responsibility for market and launch preparation, expense targets for his/her areas of responsibility and eventually achieving revenue and market share goals. As appropriate, this role provides direction for work delegated to vendors to ensure quality and timely completion of deliverables or provision of services.

Specific Responsibilities:

- Aid the HCP Marketing Director and VP of Marketing in the development and evolution of the US strategic plan, brand strategy, positioning and campaign – leading components of these projects as appropriate
- Create tactical plans for his/her area of responsibility aligned with strategic imperatives
- Manage and implement assigned programs and tactics to deliver against established strategies
- Oversee HCP agency relationships and ensure that performance, deliverables and spends are optimized
- Achieve expense targets for areas of responsibility; lead expense budget tracking and contribute to budget planning
- Assist in integrating plans for assigned programs and tactics into the overall launch plan for AR101
- Develop and apply strong knowledge of data from AR101 trials and existing food allergy references
- Effectively translate scientific, clinical, market research and stakeholder interaction data into promotional strategies, messaging and tactical planning
- Communicate and collaborate with multiple functions across the organization, and serve as a key project team member on cross-functional projects, often with high visibility within the organization
- Develop and deliver presentations to a range of internal and external audiences including senior leadership

- Lead the planning and execution of promotional activities at key scientific congresses
- Gain approval for marketing materials through the internal Medical, Regulatory and Legal review process
- Provide leadership and support to the commercial team
- Ensure compliance with all relevant laws, regulations and policies

Qualifications / Requirements:

- College degree is required, MBA or master's level degree a plus
- The ideal candidate will have 8 years or more of pharmaceutical (or broader healthcare) commercial experience (with at least 5 years in marketing roles)
- Experience in supporting and managing key strategic and tactical executions for US marketing efforts
- Pharmaceutical sales/sales management experience is preferred
- Experience in allergy or immunology markets a plus
- Demonstrated ability to launch new products and proven track record of driving brand growth
- Demonstrated understanding of pharmaceutical legal and regulatory requirements and impact on development of marketing strategy and materials
- Experience with cross-functional review committees and presenting to senior leadership

Preferred Experience, Special Skills, Knowledge:

- Excellent oral and written communication skills and interpersonal skills
- Adept at forming and maintaining a collaborative work environment in and among cross functional teams
- Knowledge and understanding of allergic disease states
- Demonstrate successful pharma/biotech patient/community marketing with an understanding of expense budget planning, tracking and measurement/ROI
- Ability to respond appropriately to needs of key stakeholders and manage expectations
- Demonstrated ability to effectively manage time and set priorities in circumstances of conflicting requirement
- Excellent project management skills and follow through
- Demonstrated ability to excel in smaller fast-paced entrepreneurial organizations
- High performing in-line/strategic marketer with the ability to set a vision and provide clear direction across diverse internal and external stakeholders

About Aimmune Therapeutics, Inc.

Aimmune Therapeutics is a clinical-stage biopharmaceutical company founded to address the unmet medical need in food allergy, which currently has no approved treatments. Our mission is to improve the lives of people with food allergies, based on our proprietary desensitization treatments in development. Aimmune's lead investigational drug for peanut allergy, AR101, is in Phase 3 clinical testing in North America and Europe. Headquartered in the heart of San Francisco's biotechnology hub, Brisbane, California, Aimmune has additional offices in the Kings Cross area of London, and in Raleigh, North Carolina.

Qualified candidates should forward a resume and cover letter, including a statement of interest, availability, and experience to Human Resources (careers@aimmune.com) with the job title in the subject line.

Aimmune Therapeutics is an Equal Opportunity Employer.
Principals only; no recruiters please.