



Position: Director, Allied Health and CODIT Marketing

Reports to: Vice President, Marketing

City, State: Brisbane, CA

Summary

The Director of Allied Health and CODIT Marketing will be responsible for the **Characterized Oral Desensitization ImmunoTherapy (CODIT)**, training and allied health care professional strategies. In this role he/she will develop the CODIT training and logistical support program, segment targets for the training program and stage execution of the core program components; pre-approval, approval and launch. He/she will lead strategies and tactics targeting allied health care professionals and drive programming for this target audience. This role will report to the Vice President of Marketing.

The Director of Allied Health and CODIT Marketing must forge close working relationships and collaborate effectively with joint ownership and shared recognition for results with sales, marketing, business insights, market access and medical affairs. Additionally, he/she will be expected to present results and advocate for resources and strategies in executive forums internally when called upon to do so.

Specific Responsibilities:

- Leads the strategic development of the CODIT (approach by which Aimmune assets are delivered to HCPs) training program.
- Partner with analytics to segment/prioritize accounts for onboarding and CODIT training
- Lead the development of non-promotional and promotional training materials for center onboarding; lead onboarding process
- In collaboration with Director HCP Marketing to develop and implement allied health care professional strategy. Lead promotional efforts to this group
- Assist the commercial team in the development and evolution of the US strategic plan and brand strategy
- Contribute to structure, roles and responsibilities of field education teams; work collaboratively across the organization to define the appropriate working relationships among field teams
- Achieve expense targets for areas of responsibility; lead expense budget tracking and contribute to budget 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
- Provide leadership and support to the commercial team
- Gains approval for marketing materials through internal review process and ensures marketing activities follow regulatory and legal requirements
- Effectively manages multiple agency partners to produce deliverables within timelines and allocated budget
- Experience managing direct reports and providing leadership when establishing focus, work plans, coaching and development

Qualifications / Requirements:

- BA/BS required, MBA/MS preferred, or comparable experience
- 10 or more years of pharmaceutical (or broader healthcare) commercial experience is required (with at least 5 years in marketing roles)
- Mix of small biotech and large pharma company experience with expertise related to the planning and implementation of launch initiatives for new products

Preferred Experience, Special Skills, Knowledge:

- Experience in supporting and managing key strategic and tactical executions for US marketing efforts
- Pharmaceutical sales/sales management experience is preferred
- Ability to work in a fast-paced, highly visible and dynamic environment is critical; able to work effectively with ambiguity and incomplete information
- Strong communication skills (written, verbal, and presentation)
- Excellent leadership and management skills
- Ability to influence and lead across functions; operate in a matrix environment
- Experience in allergy or immunology markets a plus
- Demonstrated understanding of pharmaceutical legal and regulatory requirements and impact on development of marketing strategy and materials

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, AR101 for peanut allergy, is in Phase 3 clinical testing in North America and Europe. The company also plans to begin clinical testing of its investigational drugs for egg allergy and walnut allergy. Headquartered in Brisbane, California – the heart of San Francisco's biotechnology hub – 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.