



**Position: Director, Patient Marketing and Advocacy**

**Reports to: Vice President, Marketing**

**Location: Brisbane, CA**

### **Summary**

The Director of Patient Marketing will be responsible for building and executing the patient and caregiver marketing strategy. In this role he/she will work cross functionally to understand the mindset of patients and caregivers and develop materials and programming that will support them through treatment with AR101 and the phases of the **Characterized Oral Desensitization ImmunoTherapy (CODIT)** process. This person will have the additional responsibility of working with community and advocacy organizations focused in allergy. This role will report to the Vice President of Marketing.

The Director of Patient 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 and communications. 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 development of innovative solutions for improving the patient and caregiver experience with Aimmune, CODIT and AR101
- Ensure strategic and tactical alignment and integration of all patient and caregiver activities into the broader AR101 commercialization efforts in the U.S.
- Serve as the team leader for all commercial projects focusing on patients and caregivers. Ensure integration into overall AR101 commercial strategic and tactical plans
- Collaborate with advocacy organizations and patient groups to understand the food allergy market, identify gaps and provide education solutions
- Utilize multiple sources of information (market research, advisory boards, stakeholder interactions) to uncover insights relevant to the development of strategy and tactical plans
- Contribute to the development and evolution of the US strategic plan, brand strategy, positioning and campaign
- Lead the development of non-promotional and promotional materials for patient and caregivers
- Identify and prioritize key patient/advocacy conferences; lead the planning and execution of promotional activities at those conferences

- 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
- 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
- Experience working in community/advocacy groups and interacting with patients
- 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
- Experience in supporting and managing key strategic and tactical executions for US marketing efforts

**Preferred Experience, Special Skills, Knowledge:**

- 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](mailto:careers@aimmune.com)) with the job title in the subject line.**

Aimmune Therapeutics is an Equal Opportunity Employer.

Principals only; no recruiters please.