

## Job Description Director Marketing

Are you a creative and motivated marketing leader who works well under pressure both as an individual contributor and as a team leader? If so, and you want to use your skills and perspective to make a real impact, express your creativity, and drive communications both internally and externally, this position might be for you. Energy and passion for growth are two key attributes required for this job.

### About RxLogix

RxLogix is a global pharmacovigilance solutions company specializing in innovative software and expert consulting services. Our team of business and technology innovators works with Pharmacovigilance and Risk Management Professionals to help increase the compliance, productivity, and quality for the entire Drug Safety value chain.

We understand that ensuring patient safety while advancing medical and scientific research is vital to life sciences companies. We are defiant, bold thinkers entrenched in the world of technology, developing technological solutions and services to solve complex PV problems. RxLogix is a one-stop shop for all Pharmacovigilance needs. RxLogix PV products have been selected by 10 of the top 50 global pharmaceutical & biotech companies around the world. We are located across Europe, US, India, and Japan with our headquarters located in Princeton, NJ. We are looking for young, passionate, and creative individuals who have experience with marketing background and wish to expand the vision of RxLogix cross continents through revolutionary marketing campaigns, product launches, or project disseminations.

We are looking for a Director Marketing with passion, drive and will to:

- Be part of a winning leadership team who want to propel RxLogix to be the best pharmacovigilance technology company in the world.
- Develop and execute a comprehensive global marketing strategy to expand RxLogix market share.
- Lead the marketing function and build a winning team across the entire marketing life cycle management.
- Work closely with the leadership team and key stakeholders to develop a broader global footprint for RxLogix.
- Partner closely with global sales, product management leaders to significantly expand client acquisition.
- Develop and drive a well thought out digital marketing strategy for corporate and product growth trajectory.
- Powerfully enhance RxLogix social media presence and messaging.
- Implement innovative strategies to augment field sales deal win performance significantly.
- Provide world class creative content for customer facing situations both online and in person situations.
- Plan, coordinate, and execute promotion of key conferences and industry events
- Create brand strategy and awareness within the life sciences industry thus giving RxLogix a competitive edge.
- Execute as an individual contributor and build and manage a motivated global marketing team
- Select, partner and manage relationships with vendors and specialist organizations.

### Job Requirements:

- Undergraduate degree in marketing while an MBA is most preferred.
- At Least 12-15 years of experience in global marketing with significant life sciences experience.
- Proven experience in executing winning digital media strategies in life sciences or allied technology companies
- Excellent communication and written skills
- Strong interpersonal and presentation skills

### **Work Authorization:**

Must be a U.S. citizen or permanent resident of the United States.

