

Senior Brand Lead/Portfolio Lead

Company:	Accretio	ACCRETIO
Location:	Marlow	
Reporting to:	Head of Marketing Excellence	

Job description and success indicators

Company Summary - Accretio

Accretio breathes life into medicines. We provide expertise in pharmaceutical strategy and implementation, offering innovative resourcing and investment solutions for medicines across the lifecycle to drive incremental growth. Our teams have a track record of delivering growth for medicines. At the same time, we understand the importance of governance and compliance. Our Directors are registered ABPI signatories and our Medical Director has vast experience in all aspects of medical support, including pharmacovigilance, medical information and medical affairs. Our deployable business unit and brand fostering services require us to operate as a fully compliant pharmaceutical company.

You will love this role if:

- You are a self-motivated, driven individual with a robust understanding of and strong experience across the full pharmaceutical marketing mix
- You enjoy end-to-end marketing – moving seamlessly from developing strategies to ensuring excellent implementation of the tactics that will drive growth
- You enjoy project ownership, and you're able to work independently as well as part of a team
- You are a detective at heart and love getting to the bottom of how things can be done differently to achieve better outcomes
- You are solutions focused with an incredible eye for detail and you like working in a fast-paced environment
- You enjoy strategic 'blue-sky' thinking, and finding new ways of approaching communication challenges
- You would enjoy a line management opportunity
- You thrive on variety, and would like the experience of working on medicines across the lifecycle

You will be a success if you:

- Have previous experience of working in a senior role in a communications agency and you have in-house pharmaceutical experience
- Have a high level of understanding of pharmaceutical company processes and governance
- Have the ability to develop of strategic plans – find, understand and analyse data from numerous sources to identify the key drivers that will lead to successful medicine performance
- Have managed P&L budgets, have a good supplier network and understand how to implement tactical objectives in a cost-effective and quality manner
- Have the ability to analyse outputs from implemented initiatives to understand if they have been successful and evaluate course correction where required

- Will be critical of your work and the work of others to ensure that the initiatives with the best chance of success are being delivered for our medicines
- Are self-driven, enthusiastic and have excellent networking, influencing and stakeholder management skills
- Have effective project management, time management, organisation and prioritisation skills



Key responsibilities

You will direct the development and delivery of key programmes for our medicines utilising Accretio resources, partner companies and freelancer networks. You will ensure that performance objectives are met and the company strategy is supported and best practice is continually challenged and evolved utilising insights from your experience gained across the multiple medicines you will be responsible for.

You will do this through:

Defining strategic drivers for medicines, monitoring the external environment to ensure that the medicine maximises the opportunity within the therapy area

Creating implementation plans and delivering against them, utilising the Open Health companies and a network of freelancers, ensuring that initiatives are delivered on time and to budget

Supporting the development and implementation of short-term projects

Managing P&Ls to ensure long-term profitability and ROI

Utilising data to review the performance of activities, fully understanding the reasons for success and opportunity for future improvements

Identifying new way of working to ensure continuous learning and development of the full team

Contributing to Accretio's Marketing Strategy

Supporting business development by identifying opportunities for organic growth and new customers

Key attributes / skills / competencies

- Demonstrated marketing experience, project management skills, including management of complex multi-stakeholder projects
- Cross-communication channel strategy development and tactical deployment
- Multi-channel tactical implementation expertise
- Commercial Acumen including the ability to forecast accurately using multiple data sources, and experience of budgets management
- Full understanding of the ABPI and EFPIA
- Experience in using ZINC/ Veeva Vault PromoMats
- Strong interpersonal skills



- Sciences/Business degree or equivalent

Version – 1.0

