

Marketing Lead, Oncology

Astellas Pharma Canada is currently searching for Marketing Lead, Oncology reporting to the Director, Marketing. This is a head office position located in Markham, Ontario.

Description:

The Marketing Lead, Oncology directs all marketing related activities that lead to the achievement of the business unit financial objectives for the assigned oncology products. This role oversees, plans and implements strategies for a portfolio of complex oncology products in different tumor types. In addition, this role is responsible for the strategic direction of the portfolio ensuring that all short and long-term objectives are defined and achieved. This position is a hands-on role, which is also responsible for portfolio marketing initiatives and programs to meet strategic objectives. Where applicable, this role is responsible for developing and implementing marketing programs and product strategies that reflect business needs.

Essential Job Duties:

- Sets the strategic marketing vision for the oncology portfolio of products in collaboration with the Director, Marketing. Leads the development of a long-term asset management plan to address short and long-term needs for the portfolio including life cycle management for all brands.
- Oversees the strategic planning processes for all products in the portfolio and approves all strategic plans (Brand Plan, Mid Term Plan, etc.) for presentation to Commercial Leadership team.
- Integrates the strategic plans of the portfolio of products and ensures that they are aligned with business unit objectives/priorities. Reviews and consolidates the Monthly Business Review reports for the oncology franchise. Reviews financial metrics to routinely assess the strategic, life cycle management and tactical plans. Ensures that budgets are on target and synergies for the portfolio are fulfilled across the brands.
- Participates and oversees all strategic initiatives, processes and issues of the therapeutic area to reach performance targets.
- Manages and provides leadership to direct reports including conducting performance appraisals and personal development reviews in line with career goals. Participates in succession planning and leadership development with Director, Marketing. Directs and delegates the recruitment of all marketing positions for oncology (solid tumours).
- As necessary, assesses detailed proposals and business scenarios to determine their overall impact on existing products or services, cost/benefit implications, associated risks and overall feasibility. Makes recommendations as to whether or not and how to proceed with new initiatives.
- Leads monthly management meetings, oversees and approves proposed Advisory Board and Consultancy Meetings and ensures that all compliance SOPs are adhered to.

- Develops customer engagement and market leadership strategy for the oncology portfolio of products.
- Based on business needs this role may be required to manage day to day brand responsibilities for specific oncology product(s) and/or indication(s).
- Other duties and special projects as assigned by the Marketing Director.

Required Qualifications

- Bachelor's degree
- This level requires 10 years of marketing and sales related relevant experience (marketing, sales, sales training, market research, marketing operations, etc.) and/or equivalent education/experience
- A minimum of 5 years' experience in specialty marketing
- A minimum of 3 years' experience with people management
- Oncology Marketing experience is required, and additional hematological oncology experience would be an asset
- Demonstrated ability to be a high-level contributor or leader of multiple projects, processes or functions.
- Should have the ability to converse with professionals about several disease states/product categories that are targeted by Astellas
- Ability to present complex issues to higher-level management and contribute to high-level presentations and discussions is a must
- Must have demonstrated leadership capabilities by leading teams and achieving goals
- Must be willing to travel approximately 35%

Preferred Qualifications

- Bachelor of Science
- Bilingual (English/French) an asset
- MBA or advanced degree
- People Management in Marketing

If your skills and experience match our needs, please email your resume to:
employment@astellas.com.

Astellas Pharma Canada welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the hiring process.

No telephone inquiries, in-person applications, or agencies please. While we appreciate all applications, only candidates under consideration will be contacted.