

Come and join our team to contribute to providing treatment options for patients with rare diseases that have a severe impact on the lives of affected children and adults. You can make a difference as:

Director, Global Marketing

Location: Pratteln, Switzerland (Hybrid)

Who you are

We are looking for a strategic, hands-on marketing leader with a global mindset and a strong sense of ownership. You bring energy, clarity, and creativity to complex projects, working confidently across teams and cultures. You thrive in a dynamic environment, value collaboration, and are motivated by making a real impact in patients' lives.

Scope of Work

The Director Global Marketing is responsible for leading all activities in the field of marketing projects for Santhera's development and commercial stage projects. The job holder is managing multiple projects of varying complexity and ensuring on-time and on-budget delivery.

This role reports to the Head, Global Marketing & Commercial Partnerships, and will collaborate closely with internal functions such as Affiliate teams, Medical Affairs, Clinical Operations, Technical Development, and Regulatory Affairs. Externally, the job holder will collaborate with agencies, contractors and Santhera's partners across geographic boundaries.

Key Responsibilities

- Develops EU (and ROW) brand strategies, positioning and tactical activities
- Focusses on development and implementation of Global Brand Plan and International Commercial Plan in assigned indication(s)
- Works with and supports Affiliate & Partner Marketing Managers and GMs in development and execution of local marketing activities (incl. the development of the Country Operational Plans)
- Designs and executes promotional activities (detail aids, message scripts, congresses, e-projects, etc.) in line with EU branding and key messages
- Builds and maintains expert knowledge of product(s), markets, competitors and therapy areas under responsibility
- Identifies and proactively addresses knowledge gaps in assigned areas of responsibility
- Shares responsibility for relationship with external stakeholders, including Key Opinion Leaders and Patient advocacy groups
- Guides HQ and affiliate teams in the development and the optimal use of CRM/SFE and other electronic tools (e.g. Veeva)
- Defines metrics and ensures validation of outcomes for each assigned project
- Proposes (as needed) and actively manages external provider(s) to carry out main projects
- Ensures best practice sharing, identifies business opportunities and develops business cases

Required Qualifications & Experience

- Mandatory 10 years of experience in research-based bio-pharmaceutical company, ideally with prior company in marketing & sales positions, including in rare disease space
- University degree in life science and/or business preferred
- Field experience within the therapeutic area (e.g. as MSL, Sales Specialist, KAM) preferred
- Documented track record of marketing successes and product launch(es)
- Experience in managing projects/processes with cross-functional/interdisciplinary teams
- Solid experience in working with electronic tools and applications supporting relevant marketing/sales processes (e.g. Veeva (Vault, CRM/SFE))
- Strong experience in digital marketing, including in social media campaigns
- Experience and marketing know-how in neurology/neuro-pediatrics preferred
- Fluency in English (excellent oral and written communication skills required), other language(s) preferred
- Willingness to travel as required (expected approximately 20%)

Required Competencies & Skills

- Strategic thinking skills, combined with hands-on tactical experience
- Strong communication, interpersonal, and collaboration skills
- Proven project management and organizational abilities
- Curious, self-motivated and effective, both independently and in cross-functional teams
- Comfortable with ambiguity and able to make sound decisions in changing environments
- Entrepreneurial mindset with a proactive, hands-on approach
- Results-driven with a strong sense of ownership and accountability
- Creative, solution-oriented thinker with an open, agile mindset
- Adaptable and effective in multicultural, matrixed environments

For this position, the relevant working/residency permit or Swiss/EU-Citizenship is required.

If you are interested in a fast-paced, multicultural, challenging, and innovative working environment and your profile matches our requirements, we are looking forward to receiving your online application in English via LinkedIn or Email, at career@santhera.com

Note for agencies: Recruitment agencies are kindly invited to refrain from sending unsolicited CVs to Santhera.