



Santhera Pharmaceuticals (SIX: SANN) is a Swiss specialty pharmaceutical company focused on the development and commercialization of innovative medicines for rare neuromuscular and pulmonary diseases with high unmet medical need.

For further information, please visit the Company's website [www.santhera.com](http://www.santhera.com)

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

## **Head of Marketing & Field Operations UK (100%)**

**Starting date: September 2024**

**Location: UK, Remote**

### **Who you are**

We are looking for a dynamic and strategic Head of Marketing & Field Operations with exceptional planning, organizational, and communication skills to lead our marketing efforts and field operations in the UK.

You are a seasoned professional with a proven track record in developing and executing comprehensive commercial and marketing plans that support patient access, build engagement with the clinical community, drive growth and enhance brand visibility. Your expertise in field operations ensures seamless coordination and execution of marketing campaigns, events, and field activities. You are a collaborative, engaged and engaging leader, capable of inspiring and managing a team to deliver exceptional results.

### **Scope of Work**

The role reports to the GM of UK, is part of the UK Leadership Team and collaborates closely with Medical Director UK in addition to other functions (e.g. Marketing, Supply Chain, Finance, Medical Affairs, Market Access, Clinical Science, Development, Pharmacovigilance etc.). This role can be performed remotely from anywhere within the UK.

The Head of Marketing & Field Operations UK:

- Shapes and builds the UK organisation, together with the GM and Medical Affairs Director UK
- Develops and executes UK operational and commercial plans for vamorolone
- Manages and provides coaching to Regional Managers, supporting them with materials and training
- Establishes strong relationships with Key Influencers, both internally and externally
- Manages authorised and delegated OPEX on-time, on-target and on-budget
- Collaborates with EU and HQ colleagues and teams, as required, and ensures best practices are shared and adopted
- Supports all Santhera UK Ltd specific processes and provides local operational support to the UK supply chain
- Fosters effective collaboration within the UK team and with EU and HQ colleagues to deliver on Santhera UK's objectives
- Consistently adheres to Santhera SOPs and the ABPI code of practices

## **Key Responsibilities**

- Leads local promotional activities and plays a key role in the UK Team
- Partners with UK Head of Medical Affairs and EU Marketing Director to align with the European Launch and Operational Plans and to optimize the brand performance (e.g. strategy roll-out, goals of local clinical projects, KOL development, etc.)
- Field operations management including targeting, regional structure and field force set-up
- Supports recruitment of field force as required
- Develops and executes training plans and training of the Santhera field force together with Medical Affairs
- Plans, manages and delivers the KOL engagement plan, together with the GM UK and UK Medical Affairs Directors
- Manages and coaches UK commercial staff
- Inspires and equips Regional Managers towards brand aspiration (e.g. brand and launch meetings, materials)
- Develops and implements UK Brand Plans in congruence with European Launch and Brand Plans
- The Job Holder has the responsibility to train and comply with the SOPs indicated in the SOP training matrix for the respective job.

## **Required Background & Experience**

- Bachelor in science or equivalent
- Mandatory minimum 5 years of experience in key account function in a pharmaceutical company in UK
- Mandatory: Minimum 5 years of demonstrable field and/or marketing experience in rare disease, as Key Account Manager and/or Project/Product/Marketing Manager
- Minimum 2 years of experience in management of field force
- Previous experience in training field force
- Minimum 5 years of experience in rare diseases, preferable neuromuscular diseases
- Availability to travel as required

## **Required Competencies**

- Excellent communication, interpersonal and networking skills
- Excellent planning and organizing skills, flexibility in adapting to changing priorities and deadlines
- Ability to work independently and collaboratively, as required, in a fast-paced, matrixed, team environment
- Capable of dealing with ambiguity, risk taking and decision making in a fast-paced entrepreneurial environment
- Entrepreneurial attitude and mind-set
- Self-motivation, personal resilience, perseverance, energy and drive
- Open minded, solution oriented, creative thinker
- Well-developed ethical business standards, ability to take and give feedback
- Drive for results, solution oriented, focus on the bottom line

For this position, a relevant working or residency permit, or UK/Irish citizenship, is required.

If you are interested in a multicultural, challenging, and innovative working environment and your profile matches our requirements, we are looking forward to receiving your online application in English via email at [career@santhera.com](mailto:career@santhera.com)

## **Strictly no agencies**

Recruitment agencies are kindly requested to refrain from sending unsolicited CVs to Santhera.