
Manager of Marketing

SPAULDING CLINICAL aims to be the clinical research organization by which all others are measured. Pioneering in our approach to redefining how the industry perceives and achieves success; passionate in our pursuit of ingenious solutions that mitigate risk; loving in our care for our volunteers, customers and employees; and heroic in our ambitions to ensure the health and safety of people around the globe - Spaulding Clinical is taking *research beyond results* to create a marketplace of safer drugs.

Original Date: 3 Mar 2015

Revision Date: 23 May 2018

Job Summary:

Provide and support the marketing strategies and in the execution of strategic marketing initiatives to support business success. Assist in the creation of marketing materials and programs to drive market differentiation and value creation for products and services. Develop customer insight reporting and marketing communications efforts that drive business growth and enable sales goals to be achieved. Plan and participate in customer facing activities to increase market awareness of offered services. Occasionally, provide marketing strategies and assistance to the recruitment department, in order to achieve required results, grow the database significantly, and meet the growing needs of our customer base.

Promote and drive the overall marketing strategy for all services. Constantly explore new marketing opportunities and avenues to increase awareness about business. Work closely with other departments to drive the programs and communications that enable sales goals to be met. Approach marketing in an all-inclusive sense, marketing to all of our customers, whether Pharmaceutical Companies, Employees, Healthcare organizations, or Clinical Research participants.

Essential Duties and Responsibilities:

- Develop overall marketing strategy and, as needed, utilize outsourced services for industry marketing strategies
 - Research competitor marketing strategies on digital platforms and develop digital marketing plan.
 - Assist in translating business objectives and strategies into brand concepts with marketing focus.
 - Gather feedback from company departments to develop content. Provide focused marketing efforts for markets as assigned, including the marketing plan, lead development strategy, and sales interaction strategy to assist sales in achieving their yearly sales objectives.
- Execute on Marketing Strategy for Spaulding Clinical Research

- Work with cross functional teams to develop and maintain marketing materials, sales support materials, customer outreach and advertising collateral supportive of the business brand.
- Develop content marketing materials including, but not limited to, articles for social media distribution, white papers, press releases, and photos of Spaulding Clinical activity
- Support business web site and social media sites to keep information fresh and provide differentiated value proposition for offered products and services.
- Maintain and administer a marketing database which includes information related to current and prospective clients. Manage direct mail eBlast tool to assure allow targeting of client messages.
- Assist with and support business involvement in various networking organizations, including on-line groups.
- Work with business unit heads in creating business metrics, promotional materials, tradeshow displays, press releases, wide-spread communication efforts, and any other marketing paraphernalia associated with potential business opportunities or services.
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- Occasionally assist with subject recruitment marketing strategies
 - Provide a fresh outlook and methods to significantly grow the existing subject database and subject recruitment efforts.
- Managerial duties of Marketing department
 - Collaborate with Quality Department to own, develop, maintain, and ensure training and compliance with departmental SOPs and Work Instructions. Responsible for departmental Quality Metrics and timely reporting of metrics data, and presenting of data during management review.
 - Ensures timely investigation and completion of CAPA's.
 - May assist in departmental internal audits.
 - Collaborate with HR Department to develop, review, and revise departmental job descriptions.
 - Supervise departmental employees: responsible for directing and scheduling workload, completing performance appraisals, administering employee related policies, and ensuring compliance with company policies.
- Collaborate with HR Department on departmental staffing (hiring/transfers/promotions)

The Statements made in the job description are intended to describe the general nature and level of work being performed by people assigned to this job. These statements are not intended to be an exhaustive list of all responsibilities, duties and skills required of people assigned to this job.

Skills/Qualifications:

- Ability to read, write, and interpret the English language.
- Highly organized with the ability to handle multiple projects at one time
- Possess polished presentation and interpersonal skills.

- Basic knowledge of Microsoft Office required.
 - Detail-oriented with the ability to see projects from origin through execution.
 - Demonstrate a willingness to learn and adapt to change.
 - Ability to work as part of a team.
 - Knowledge of social media
 - Basic knowledge and understanding of Quality Systems (SOPs, WI's, CAPAs, and internal audits).
 - Basic knowledge and understanding of Employment Laws (FLSA, FMLA, ADA, hiring, termination, and harassment)
 - Must be self-motivated, self-disciplined, and able to produce results.
 - Adept in content marketing on digital platforms.
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Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to sit, stand, walk, reach with hands and arms, and use hands along with fingers, to handle or feel.
 - Ability to lift and/or move up to 25 pounds.
 - Specific vision abilities required by this job include clarity of vision both near and far.
 - Ability to identify and distinguish colors.
 - Ability to travel as required to support marketing activities
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Hazards:

- Potential for exposure to toxic or caustic chemicals
 - Potential for exposure to blood borne pathogens
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Education and Experience:

- Bachelor's Degree required. Concentration in Marketing, Business, or Communications preferred.
 - Experience within Clinical Pharmacology, and/or Healthcare preferred.
 - Management experience preferred.
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Spaulding Clinical Research management has the discretion to hire personnel with a combination of experience and education which may vary from the above listed skills and qualifications.

Job Description

This is to acknowledge that I have read and understand the above job description. This copy supersedes any others previously distributed. I further understand that Spaulding Clinical may change, add or delete any essential duties and responsibilities described at its discretion with or without prior notice.

Employee Name (Printed)

Date

Employee Signature