



MARKETING MANAGER

Job Summary

Sesen Bio is searching for a strategic, collaborative, and entrepreneurial Marketing Manager to support the development and the execution of a best-in-class Marketing Launch for Vicineum™ in the US.

We are looking for a Marketing Manager to successfully launch Vicineum™ and build an effective, innovative and sustainable oncology business for Sesen Bio in the US.

Reporting to the VP of Marketing, the role will work closely with the cross functional Vicineum™ team to lead the planning and execution of the commercial launch in the US. Responsibilities associated with this role include strategic planning and analysis, launch planning, and execution of launch tactics.

This is a unique opportunity to be involved from the very start in building something new for an emerging biotech company in an area of great unmet medical need for new products.

This key role in the commercial organization will drive the Vicineum™ commercial success by leading the implementation of the Omni-Channel strategy. This leader will leverage multiple channels to communicate the Vicineum™ value proposition efficiently and effectively to Prescribers, Payors, Patients and Care Givers.

Working closely with the Medical Affairs, Sales and Market Access teams, they will support HCPs in driving brand awareness and adoption, appropriate patient selection, and creating a positive brand experience.

The position title and level will be determined by candidate experience and accomplishments.

Responsibilities

- Support the Vicineum™ Brand Plan development and execution
- Craft cross-functional strategic brand planning for Vicineum™ with focus on unique customer insights, differentiation, product uptake and value adding services
- Guide Vicineum™ to launch readiness in close collaboration the Medical and Access teams



- Develop promotional materials and tactics to meet launch execution needs working closely with internal and external partners, including the Contract Sales Organization
- Create the Omni-Channel execution: develop and implement key marketing initiatives such as disease state education, promotional messaging, prescribers & patient education leveraging both personal and non-personal channels
- Leverage Digital & Social Media channels to communicate Vicineum™ value proposition efficiently and effectively to Prescribers, Payors, Patients, Care Givers
- Train the in-field team on brand strategy, clinical and value messaging and field tactics
- Follow up of the commercial launch via different KPI/ ROI and implementation of mitigation plan, identifying critical issues that impact the success of promotional marketing efforts
- Identify and develop relationships with key stakeholders and opinion leaders
- Collaborate with Legal, Regulatory and Compliance to ensure compliant development and execution of marketing & sales initiatives

Qualifications

- Bachelor's Degree, MBA preferred
- 5+ years pharmaceutical and biotech Marketing experience, working within the field of Urology or Oncology
- Prior recent experience leading drug launches in the Specialty area, preferred
- Experience with Digital, Social Media and Multichannel Communication
- Hands on experience combined with role flexibility: demonstrated ability to work independently & as a team player in cross-functional teams
- Ability to drive performance, foster relationships and build alignment
- Analytical approach and Innovative problem-solving skills
- Excellent communication and presentation skills
- Successful experience in a fast-paced entrepreneurial environment
- Fit with Sesen Bio culture and values
- Travel will be expected when travel resumes



About Sesen Bio

We are passionate in our commitment to save and improve the lives of patients. Sesen Bio is a late-stage company developing fusion protein medicines for the treatment of patients with cancer. In February 2021, the FDA accepted for filing the Company's BLA for Vicineum™, a potential best-in-class treatment for non-muscle invasive bladder cancer.

Sesen Bio is proud to be an Equal Opportunity Employer. Our goal is to have a diverse workforce. We do not discriminate on the basis of race, age, color, religion, national origin, gender, sexual orientation, gender identity or expression, veteran status or disability or any other status protected under federal, state or local law. All employment is decided on the basis of qualifications, merit and business need.

For the safety of our employees and communities in response to COVID-19, Sesen Bio has implemented a temporary work from home policy. All interviews are conducted virtually at this time.