

United States Jobs Expertini®

Senior Product Manager - Consumer/Patient

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Company: Phathom Pharmaceuticals

Location: Florham Park

Category: other-general

Phathom Pharmaceuticals is a biopharmaceutical company focused on the development and commercialization of novel treatments for gastrointestinal (GI) diseases. We have licensed the exclusive rights in the United States, Europe, and Canada to vonoprazan, a first-in-class potassium-competitive acid blocker (PCAB). Phathom currently markets VOQUEZNA® (vonoprazan) tablets for the treatment of Erosive GERD and associated heartburn in adults, as well as VOQUEZNA® TRIPLE PAK® (vonoprazan tablets, amoxicillin capsules, clarithromycin tablets) and VOQUEZNA® DUAL PAK® (vonoprazan tablets, amoxicillin capsules) for the treatment of *H. pylori* infection in adults. In addition, the company is actively investigating the use of vonoprazan as a treatment for Non-Erosive GERD, with a New Drug Application currently under review by the FDA and a separate Phase 3 trial planned to initiate in 2024.

We believe we can change the status quo of treatment for acid-related disorders and have assembled a team of seasoned GI and pharmaceutical industry experts with deep expertise in developing blockbuster therapeutics, including anti-secretory agents. Our team of highly driven professionals are passionate in our mission to address unmet needs for patients and improve their quality of life. Phathom is looking for self-motivated, creative problem solvers who are excited by the idea of working in a fast-paced environment and contributing to our growth.

The Senior Product Manager, Consumer/Patient Marketing will be a key member of the brand marketing team driving the development and execution of consumer/patient

strategies. This position will help drive the growth of a new branded product.

Accountabilities:

Support development of strategies and tactical plans to support unmet patient needs and drive brand uptake.

Drive development and execution of consumer marketing tactics to generate market differentiation and patient demand.

Partner with multiple agencies to produce deliverables on strategy, within timelines, on budget, and measures outcomes across multiple channels.

Collaborate with market research and analytics teams to develop research stimuli and manage project plans.

Ensure research insights are implemented within tactical execution.

Coordinate key performance indicators / metrics to enable performance reporting.

Execute rep-delivered educational materials to support initiation of new patient starts.

Manager development of multiple marketing assets through the LMR process.

Day to Day contact for key tactical projects including creative brief approvals, launch timeline management, and financial management.

Coordinate and collaborate with cross-functional teams.

Coordinate budget tracking to enable accurate financial reporting

Education & Experience:

Bachelor's Degree in marketing, communications, or related field required

A minimum of 5+ years in product marketing or advertising focused preferably on consumers or patients in the biotech / pharmaceutical industry.

Demonstrated understanding of consumer/patient marketing best practices, promotional

strategy, and commercial policies and practices required.

Proven track record of delivering successful execution across multiple promotional channels including digital media, SEM/SEO, patient support materials, point-of-care, social media, and others.

Experience with earned media and social influencer campaigns strongly preferred.

Previous experience in marketing, market research and/or advertising/communications agency experience recommended.

Strong understanding of project management and budget tracking

Demonstrated ability to work in a fast-paced environment, managing multiple projects, and working with minimal shared services.

High learning agility and ability to lead projects strategically and purposefully through ambiguity and change.

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