

ROLE: Global Marketing Manager

Team	Global Sales & Marketing
Job location	Lyon, France
Submission date	November 2020
Status	Non-confidential

NOVA is a leading health tech company specialized in *in silico* clinical trials. Pioneer in the field, NOVA has developed a unique approach to help our clients take informed decisions early, improve the probability of success and de-risk their clinical R&D programs. At NOVA, thanks to our modeling and simulation of clinical trials, we bring speed and efficiency gains to Pharma and Biotech companies through a variety of applications, of which:

- Streamline target identification & secure proof of concept
- Optimize trial design & capture best responders
- Expand benefits of existing therapies to other patient populations
- Transpose Phase 3 trial results into real world & benchmark against competitors

NOVA offers:

- End to end solutions leveraging our biomodelers, data scientists, and computational power to deliver novel drug development projects.
- Jinkō®, our comprehensive clinical trials simulation SaaS platform (knowledge mapping, scoring, traceability, modern methodology)

At NOVA our people are our greatest asset and our brightest talents:

- Do what is right for NOVA, for the customers, and the patients
- Own it and lead by example
- Operate as a team

ROLE

NOVA has entered its scale-up phase and to support the build-up of our pipeline of projects with Pharma and Biotech companies, we seek to strengthen our sales and marketing team in the US and Europe. The ideal candidate has a passion for our industry, is a fast-tracker, solution-oriented, a creative problem solver, tenacious and relentless in developing and implementing marketing strategies and plans to generate customer-centric growth.

As Global Marketing Manager, reporting to the SVP Sales and Marketing, you function as the global NOVA subject matter expert. This is a highly visible and impactful role requiring the Global Marketing Manager to support collaboration between the sales team, functional teams, regions to ensure seamless implementation of customer-specific marketing strategies.

Your MISSION and main RESPONSIBILITIES include

- Work closely with SVP Sales&Marketing and leadership team to define marketing strategy, plans and calendar for the year
- Support the sales team and the customer success management practice, recommend new products and services based on customer insight and trend analysis
- Drive market research and competitive intelligence efforts to fully understand and stay up-to-date on business needs
- Monitor and analyze internal and external data to develop business insights, implications and recommendations for action.
- Establish and implement strategic and tactical marketing and communications plans designed to capitalize on market opp. and generate demand for our services
- Develop go-to-market strategy and new product launch for optimal positioning and messaging
- Optimize marketing collateral (pitch & commercial decks, videos, webinars, conference/tradeshows/events, one pagers, website content, case studies)
- Deliver multi channel marketing program to build brand awareness, provide a steady flow of sales leads, measure the return on marketing investments
- Lead generation and support prospect pipeline (strong knowledge of Hubspot and Salesforce)
- Define, build, and execute thought leadership program, of which, support publications strategy with our internal leaders
- Responsible for social media strategy, management, and execution
- Partner with our external stakeholders and interface vendors/partners, of which Gartner, our communication and PR agencies as to execute agreed-upon plan
- Responsible for tracking and monitoring marketing budget
- Reporting achievements and evolution on a regular basis
- 25% travels to be expected

RESPONSIBILITIES & QUALIFICATIONS

- Bachelor's degree or equivalent in Marketing, Communications, or relevant discipline
- 5+ years' experience in B2B marketing (consulting+SaaS applied to biopharma industry)
- Strong industry insights, solid understanding of the challenges of new drug R&D
- Storytelling presentation / document creation
- Creative / Design / Copy-writing
- Event planning and management
- Digital marketing
- Social media strategy
- Strong project management skills
- Excellent organizational and writing skills
- Self-starter, dynamic, proactive
- Able to work in a global environment
- Excellent communication and influencing skills in English. Fluency in other languages is a plus

- Skills in the use of Salesforce and Hubspot tools with strong analytical skills and data-driven focus
- Ability to maintain demanding timelines, work creatively and effectively in a fast-paced, entrepreneurial environment

READY TO APPLY?

- Type: Full time Marketing Manager
- Reporting to: SVP Sales and Marketing
- How to apply: Online Form
- Contact: recruitment@novadiscovery.com
- About NOVA : www.novadiscovery.com