



Job Description

Title:	Director Digital Marketing
Reports to:	Chief Digital Officer, /alert Marketing
Department:	/alert Marketing—MDalert.com

/alert® is a premier full-service healthcare communications company providing information and education to healthcare professionals. Our programs include cooperative mail, custom mail, e-mail, education, distribution, and editorial and research programs.

Our full-service capabilities in healthcare information and communications can help our customers deliver a consistent message to a wide healthcare professional audience using the latest technologies including mobile technology.

The newest additional solution from /alert marketing is a digital physician engagement platform (mobile and web) called MDalert.com. MDalert.com is a major addition to the current direct mail and e-mail programs that have been successful for the past 30 years. The new platform educates HCPs on the latest clinical advances in major disease categories while providing advertisers a direct digital channel to message specialists in that disease.

General Description

Working with top product and business development executives to help develop & market effective solutions that meet the success metrics of advertisers. Lead the positioning of the solutions to be differentiated in the marketplace and assist in the sales process resulting in revenue growth.

Job Responsibilities

- Conceptualize and develop multi-platform integrated brand solutions/campaigns to help blue chip pharmaceutical and OTC brands effectively reach healthcare professionals
- Create proposals for both custom programs and turn-key solutions that accomplish pharma brand objectives, entertain, and engage users
- Lead marketing efforts to drive awareness among health industry decision makers and media buyers. Involvement in all channel development from Social media to Conferences to email campaigns.
- Responsible for creating & executing campaigns that drive targeted engagements to paid advertising programs and meet designated goals.
 - Strong email marketing skills required
- Responsible for analyzing digital campaign metrics and recommending changes to enhance programs

NOTE: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.



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- Assist in training the sales force and co-present engaging state of the art multi-channel solutions
- Executes all sales research and competitive analysis
- Coordinate with the full team from Project Management to Sales Planning to ensure that all programs are successful
- Provide outstanding support to clients and customers, resolving issues
- Hire, train and develop staff members
- Provide coaching, feedback and mentoring to staff
- Proactively address employee performance issues and complete performance reviews
- Other duties as assigned

Qualifications

- Bachelor's degree or equivalent required
- 5+ years' experience in Sales Development or Marketing
- Experience in professional pharmaceutical marketing
- Familiar with web analytics and measurement models
- Ability to communicate effectively at all levels of the organization and the ability to influence others through well-articulated and innovative ideas
- Experience in professional pharmaceutical marketing
- Superior writing and proofreading skills (Writing Samples Requested)
- Adaptable person who can deal with rapidly changing requirements of an organization
- Strong interpersonal & presentation skills
- Ability to prioritize and multi-task while meeting tight deadlines
- Strong problem solving and troubleshooting skills
- Accountability - acceptance of responsibility and willingness to commit to and deliver specific, measurable work products and results
- Strong knowledge of PowerPoint & CRM tools
- Computer Skills: Must be proficient in all aspects of MS Office.

Travel

- Limited travel required

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