



Director of Marketing advancing women's health products

Conceptra Biosciences, an innovative life sciences company focused on women's health, seeks an experienced marketing leader to develop, implement and manage a marketing portfolio of women's health products. The Director of Marketing will play a critical role in driving brand growth, enhancing patient and healthcare provider engagement, and ensuring the success of product launches. Reporting to the CEO, the Director of Marketing will work cross-functionally with sales, medical affairs, regulatory, and external partners to deliver impactful marketing initiatives.

Why join us?

- Be part of a mission-driven organization making a meaningful impact on women's health.
- Work with a passionate, innovative, and diverse team.
- Competitive compensation package, including benefits and opportunities for professional growth.

Responsibilities and duties

Strategic leadership

- Develop and implement comprehensive marketing strategies aligned with the company's business objectives and mission.
- Analyze market trends, competitive landscape, and customer insights to identify growth opportunities.
- Drive the strategic direction for product positioning, branding, and messaging across all marketing channels.

Product marketing

- Oversee the development and execution of go-to-market strategies for new product launches.
- Lead lifecycle management for existing products, ensuring continued market relevance and revenue growth.
- Collaborate with the R&D, Business Development and Clinical teams to align marketing strategies with pipeline advancements.

Team management

- Build, mentor, and manage a high-performing marketing team.
- Foster a collaborative environment that encourages creativity, innovation, and accountability.
- Manage communications contractors.

Stakeholder engagement

- Develop strong relationships with key stakeholders, including healthcare professionals, advocacy groups, and industry leaders.
- Partner with the sales team to align marketing efforts with sales objectives and enhance customer engagement.
- Partner with market access, trade, and distribution team to align marketing efforts with access, trade, and distribution objectives and enhance customer engagement.
- Represent the company at industry conferences, events, and meetings.
- Support Corporate Project Manager and Sales with planning and logistical coordination of industry events.

Budget and performance management

- Manage the marketing budget, ensuring efficient allocation of resources.
- Establish KPIs to measure campaign effectiveness and ROI, and present performance insights to executive leadership.

Desired skills & experience

Education

- Bachelor's degree in Marketing, Business Administration, or a related field. MBA or advanced degree preferred.

Experience

- 10+ years of progressive marketing experience, with at least 5 years in a leadership role within the pharmaceutical or healthcare industry.
- Proven track record of successfully launching and managing pharmaceutical products, particularly in the women's health or reproductive health space.

Skills & competencies

- Deep understanding of the women's reproductive health market and regulatory environment.
- Strong strategic thinking and analytical skills with the ability to translate insights into actionable plans.
- Exceptional communication, presentation, and interpersonal skills.
- Ability to thrive in a fast-paced, dynamic environment and manage multiple priorities effectively.
- Proficiency in digital marketing and omnichannel strategies.

Work environment & compensation package

- Full time remote position
- Pay: \$155,000 - \$225,000 per year
- Benefits: 401(k), dental insurance, health insurance, paid time off, parental leave
- Schedule: Monday to Friday and weekends as needed

Submit a cover letter and CV to the [Indeed posting](#) by February 21,

Questions? Contact info@conceptrbio.com.