



# Marketing Director

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## **Main Purpose**

Reporting to the Vice President, Sales and Marketing, the Marketing Director will oversee all marketing plans and initiatives spanning the two LEO business units, Dermatology and Critical Care.

## **Link to Strategy**

The Marketing Director will optimize sales of LEO products through initiating, developing and implementing marketing strategies. This position works closely with the Sales team and the Vice President, Sales and Marketing

## **Key Accountabilities**

- Responsible for the development, management and execution of strategic sales and marketing plans.
- Work closely with all functions within the company to coordinate all elements related to product success (product claim profile, supporting study design, Health Canada submission strategy, commercial/sample packaging, launch plans, sales force sizing/execution, promotional messaging/planning, etc.).
- Define market opportunities and recommend strategies to differentiate LEO products.
- Oversee relationships with public relations and advertising firms used to promote LEO products.
- Identify and act on future market trends.
- Conduct external market and competitor analysis.
- Lead the measurement, analysis, and reporting of marketing campaigns.
- Maintain alignment between product marketing and corporate strategy.
- Provide effective leadership and instruction for the Marketing group.
- Develop and manage budget for the Marketing group.
- All other duties as assigned from time to time.

## **Qualifications**

- University Business Degree
- 10+ years progressive marketing experience, with a minimum of 5 years at a management level
- Proven ability to design and implement marketing strategies
- Pharmaceutical experience considered an asset
- English and French bilingualism considered an asset
- Excellent communication skills verbal (presentation), and written
- Computer skills - able to work MS office; and navigate the Internet efficiently

## **Key competencies required to be successful in this role:**

### **Risk Taking and Innovative Thinking**

- Able to analyze situations and break problems into parts
- Conceptualizes and develops structures and strategies
- Uses judgment to make sound decisions
- Willing to take calculated risks

### **Systematic Decision Making and Problem Solving**

- Able to see big picture of any situation
- Decisions are timely and based on factual information
- Understands the implications of decisions and recommends strategies to deal with negative outcomes

### **Continuous Learning**

- Is committed to lifelong learning
- Self-directed and takes initiative

- Learns from experiences; actively pursues learning and self-development

### **Organizational Strategy**

- Educates and influences staff's attitude
- Listens to and understands staff and their concerns
- Represents concerns to the organization
- Demonstrates a commitment to quality
- Ability to build trusting relationships with customers and business partners by meeting their needs and increasing their satisfaction

### **Planning, Prioritizing, Goal Setting**

- Develops plans that are comprehensive, realistic and effective in meeting goals
- Effectively allocates resources, including own time by setting priorities
- Establishes efficient work procedures to meet objectives

### **Performance Management**

- Develops plans that are comprehensive, realistic and effective in meeting goals
- Properly allocates resources, including own time by setting priorities
- Establishes efficient work procedures to meet objectives
- Learns from experiences; actively pursues learning and self-development
- Seeks feedback and welcoming unsolicited feedback
- Modifies behaviour in the light of feedback where appropriate

### **Interpersonal**

- Builds effective working relationships with a variety of people
- Looks for win-win solutions
- Is respected both internally and externally as a team player
- Relates to people in an open and respectful manner
- Helps to generate consensus within the team or work group
- Volunteers to help in order to support team priorities

### **Leadership**

- Demonstrates team leadership in decision making, motivation, communication and support of staff
- Works with minimal supervision
- Proactively thinks at a strategic and operational level
- Identifies market opportunities and threats and provides solutions to deal with them
- Demonstrates support for process, policies and values promoted by the Company
- Ensures personal and organizational reputation is positive