

EMEA Marketing Program Manager - Pharma Biopharma-Marketing

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Company: Agilent

Location: Denmark

Category: other-general

Description

Agilent inspires and supports discoveries that advance the quality of life. We provide life science, diagnostic and applied market laboratories worldwide with instruments, services, consumables, applications and expertise. Agilent enables customers to gain the answers and insights they seek, so they can do what they do best: improve the world around us.

Information about Agilent is available at

As a **Marketing Program Manager (MPM)** you will be responsible for defining, designing and drives the development of effective regional marketing programs in alignment with the regional business strategy to support customer acquisition, funnel growth and revenue generation for Agilent's Pharma and Biopharma businesses. Advocate for customers through an intentional customer-first approach and champion brand.

The MPM will leverage their scientific knowledge within this business to understand and quantify the key drivers that lead to purchasing decisions, and to position Agilent right to win against a dynamic and competitive technologies field.

This role requires the ability to influence internal and external collaborators to help guide the execution of Agilent's EMEA strategy within defined targets. You will conduct market sizing and segmentation activities while designing the regional EMEA marketing programs and implementing the global programs that position Agilent's superior solutions and technologies.

You will develop the business case to select the appropriate program tactics with the EMEA countries and report the success of your programs to the EMEA & global

organization. Together with the global segment marketing, marketing programs, marketing communication and sales teams, you govern all outbound aspects of EMEA solutions for the pharma and biopharma industries.

The position can be a remote location in Spain, Italy or UK/IRE but is desired to be close to one of our offices.

Responsibilities:

Develops regional Marketing Program Strategy aligned with regional business priorities and initiatives.

Measures and evaluates impacts of owned marketing programs. Implements corrective actions to ensure delivery of targeted results & objectives.

Contributes to Global Marketing Programs Strategy representing the regional needs and opportunities.

Works with sales management to monitor & analyze competitive information and customer data to facilitate effective program development and drive activities to drive higher volume and quality of funnel.

Serves together with sales as single point of contact for the EMEA sales channels for WW Business Unit requests and reciprocally provides the field perspective to the segment marketing teams.

Works closely with the EMEA Marketing communication specialist team to execute programs and track assigned spend.

Works closely with the EMEA Marketing communication specialist team to develop program metrics & effective tactics mix. Collaborate for all CRM related aspects of sales & marketing integration.

Responsible for defining channel training requirements linked to program execution.

Accountable for meeting Marketing Program Budget quarterly targets

Ensures campaign related content meets regulatory, medical and legal approvals as required

Qualifications

University degree or equivalent experience in chemistry, biology, biochemistry, molecular biology biotechnology, biomedical sciences, marketing, or related fields.

Desirable experience in pharma, biopharma industry as business development manager, marketing manager, lab manager or comparable in the Pharma or Biopharma markets.

it would be desired if you have knowledge of: analytical techniques (chromatography, capillary electrophoresis, spectroscopy, mass spectrometry), genomic technologies (NGS, microarray, FISH, qPCR, CRISPR) and/or), cell technologies (cell imaging, real-time cell analysis, flow cytometry...)

Experience working in teams while being result-oriented and driven.

Ability to work across a global organization with international business experience.

Excellent English communication skills (written / oral).

Willingness for travel for ~ 25% of the time.

Ability to deal with a fast paced environment, creating visibility to be able to prioritize tasks and take quick decisions.

We offer:

An opportunity for you to make a significant impact in a world-class company and develop your skills

A role among passionate colleagues, in a growth orientated and inclusive environment. You will become part of a caring and fast paced environment, built on integrity, sharing and trust

Competitive compensation and benefits package

Work-Life-Balance programs

Company pension scheme, yearly company bonus, private health care, stock purchase plan, medical & life insurance...

We will make sure you get all the training and development opportunities you need to become the best in your field!

Agilent Technologies Inc. is an equal opportunity employer. Qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, protected veteran status, disability or any other protected categories under all applicable laws.

Option to Work Remote

Yes

Travel Required

25% of the Time

Schedule

Schedule:Full time

Shift

Day

Duration

No End Date

Job Function

Marketing

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