

Company Overview

Esperion is a small company doing big things. Our innovative team of lipid management experts are committed to leveraging our understanding of cholesterol biosynthesis to develop innovative therapies for the treatment of patients with elevated low-density lipoprotein (LDL-C). At Esperion we are passionately committed to bringing complementary therapies to the hypercholesterolemia space that address unmet patient needs in a way that is “patient-friendly, physician-friendly and payer-friendly.”

Esperion’s corporate headquarters are located in Ann Arbor, MI. The Company offers a competitive salary including a performance-based bonus program and stock-based compensation, a comprehensive benefits package including a 401(k) matching plan and health insurance, and paid time off and holidays.

Position Title: Senior Product Manager/Associate Director, DTP/DTC Marketing

The Senior Product Manager/Associate Director, DTP/DTC Marketing will lead all DTP/DTC strategies and execution. An integral part of this function is to work cross-functionally with the marketing team to ensure key learnings and synergies are part of overall strategy. Must have a clear understanding of the regulatory environment for DTP/DTC and will manage the MLR process. This role will be of high visibility and will require a strong analytics background as well presentation and negotiation skills. Available as a remote position from a home-based office. Travel requirement is around 15%.

Preferred Location: Remote – US

Essential Duties and Responsibilities*

- Manage the strategic and tactical operations of the Direct-to-Consumer and Direct-to-Patient Programs
- Lead or serve as a key project team member on cross-functional projects, often with high visibility to senior management within the organization or with international impact.
- Develop and implement marketing messages directed at patient populations incorporating health literacy and adult learning principles.
- Demonstrate command of all traditional and non-traditional marketing channels including print, online, broadcast
- Manage and evaluate external agencies, consultants and vendors to develop marketing programs in support of achieving strategic objectives.
- Work collaboratively with Corporate Communications to identify synergies and maintain a positive corporate image within the marketplace.
- Utilize high level of business acumen in analyzing and coordinating activities from identified industry trends, competitor’s resources and practices.
- Set a positive example for others to follow – share own expert knowledge – model standards of performance, offer guidance and support
- Ensure that all marketing activities are in compliance with regulatory and legal requirements.

**additional duties and responsibilities not listed here may be required*

Qualifications (Education & Experience)

- Bachelor's degree(BS/BA) required
- 5 years of pharmaceutical experience
- Must have full DTC experience, including all media channels, digital, printing and TV
- Proven expertise as a leader with well-developed influencing and negotiating skills
- Excellent interpersonal skills with ability to lead, interact with, focus, resolve conflict and drive consensus among individuals from a variety of cultures, and disciplines.
- Excellent communications skills with an ability to efficiently and productively communicate both orally and in writing are required.
- Proven project management skills, performance management, planning, prioritization, objective setting, meeting management and plan execution.
- Must have a track record of successful pharma/biotech patient/community marketing with an understanding of expense budget planning and tracking.
- Demonstrated understanding of pharmaceutical regulatory requirements and impact on development of marketing materials is required.
- Recognized expertise in implementing a pharmaceutical communication plan targeting patients, healthcare providers, and advocacy/community organizations.

Notice to Agency and Search Firm Representatives: *Esperion Therapeutics is not accepting unsolicited assistance from agencies and/or search firms for any job posted on this or a referring site. Please, no phone calls or emails. All resumes submitted by an agency and/or search firm to any employee at Esperion via email, the internet, or in any other form and/or method without a valid written agreement in place will be deemed the sole property of Esperion. No fees will be paid in the event that a candidate is hired by Esperion as a result of an unsolicited agency and/or search firm referral.*

All qualified applicants are requested to submit a cover letter and CV via email to hr@esperion.com.