

JOB TITLE: Senior Strategist

The Senior Strategist is responsible for leading and supporting Entrada's key strategic and market research projects. This role reports directly to the VP, Discovery.

This role is responsible for the following aspects of Discovery projects which encompass strategy development, market research, and insight mining.

- Serves as the champion and key point of contact for the Client and internal ENTRADA team on assigned projects
 - Foster deep trusting relationships with Clients
 - Independently spearhead deliverables, including highly impactful PowerPoint presentations
 - Manage client expectations in terms of final deliverables, timing and costs
 - Listen for organic growth opportunities and help to develop a positive customer experience that ultimately results in repeat assignments
 - Assess internal resource needs and proactively include other teammates at the appropriate juncture in a project to contribute to overall client success
 - Provide internal teammates with necessary documentation and briefing for your assigned projects when needed
 - Contribute new ideas for your clients' business to be implemented by ENTRADA or 3rd parties to effectively pull through a brand's strategic imperatives
 - Support ENTRADA team as strategic needs arise
- Creation of Client brand and market strategy
 - Drive strategic direction and decision making with Clients and internal ENTRADA team
 - Prepare and deliver articulate, polished, and well thought out oral presentations to Clients
 - Participate in/lead internal brainstorming meetings to determine optimal vision, strategy, strategic imperatives and drivers
 - Develop and document strategic roadmaps for internal and client presentation and use
- Lead qualitative and quantitative market research projects
 - Develop discussion guides and surveys
 - Be an active participant (listening, summarizing, conducting interviews when needed) in patient or physician research projects
 - Distill and document key insights from the research

- Craft strategically driven reports for Client presentation and distribution
- Develop question sets and assist in scheduling internal team interviews with Clients

- Proactively manage project operations
 - Participate in business development efforts with new and existing clients
 - Manage 3rd party vendors (e.g., market researchers, analysts, strategic partners) including coordination of vendor bids, review/comment on discussion guides and reports, and oversight of interview scheduling and logistics
 - Ensure all projects are delivered on time and within the hours allocated in the SOW
 - Maintain profitability on all assignments

Required Skills & Experience:

- Proven problem solver with a hunger to solve challenges
- Strategic-related experience on the HCP, Patient, or Digital side
- Demonstrated work in specialty care/rare disease markets a plus
- Fundamental understanding of qualitative and quantitative market research
- Proficient in developing compelling and visually impactful Client presentations
- Well-developed interpersonal skills and experience in interacting with senior stakeholders
- Exemplary client service skills with the ability to maintain and extend client relationships
- Assertive and able to take charge of a situation when appropriate with the ability to lead, motivate, and influence others
- Understanding of and experience with the digital industry and competencies
 - Web technology, online marketing, media strategy/SEO/SEM, social, app development, RM/CRM programs, etc.
- Excellent time management and attention to detail
- Fluent, clear, and articulate in verbal communication with the ability to convey interest and enthusiasm when presenting
- Skilled in Microsoft Office Suite
- Excellent organizational skills and attention to detail
- Ability to work independently
- 4-year or higher degree in the fields of marketing, business, public health, or related field of study