

## **JOB TITLE: Strategic Director**

### **Description:**

The Strategic Director will provide instrumental support on key strategic and market research projects within the company. As a member of the Discovery team, you will report directly to the VP of Discovery and focus on generating strategically-based presentations in a highly collaborative and team-oriented environment with the aim of helping to manage existing clients, as well as winning new business.

### **Responsibilities:**

- Deep understanding of brand and market strategy with a strong grasp for the fundamentals in terms of definitions and actual use
  - You have to be able to think, interpret, analyze, and apply...strategically
- Information and data gathering, assessment, analysis, and application
  - Review substantial amount of market research and data supplied by a client
  - Identify relevant and supportive information based on analysis being conducted
  - Categorize findings and craft compelling insights based on these findings
  - Deftly apply derived insights to the defined brand strategy
- Develop question sets and assist in conducting internal team interviews with Clients
- Lead qualitative and quantitative market research projects
  - Develop discussion guides and surveys
  - Be an active participant (listening, summarizing, later conducting interviews) in patient or physician interviews and strategically guide the research as it unfolds
  - Assist in distilling key insights from the research conducted
  - Construct compelling, strategically-driven reports for Clients
- Craft brand, program, and franchise Strategic Roadmaps
  - Moderate internal brainstorming meetings to determine optimal vision, strategy, strategic imperatives, and strategic drives
  - Develop and document strategic roadmaps for internal and client use
- Contribute new tactical ideas for implementation in order to effectively execute a brand's strategic imperatives
- Actively participate in internal team meetings and lead external presentations and meetings with Clients
- Willingness to jump in and help as needed on a variety of projects as strategic needs arise
- Included in all business development efforts with new and existing clients
- Work with the Entrada internal team to refine messaging for marketing assets as it relates to strategic services (i.e., website, awards applications, press releases.)
- Management of 3<sup>rd</sup> party vendors such as market researchers, analysts, strategic partners

## Required Skills & Experience:

- Proven problem solver with a hunger to solve Client challenges
- Previous 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
- Educated to degree level or equivalent in related field of study
- 7+ years in life science consulting, traditional/digital agency experience or similar