

Marketing & Communications Manager

Company description

Dolon is a leading strategic market access consultancy. Our clients are global pharmaceutical companies that are working on innovative and important medicines to treat rare and severe diseases. We support clients in developing pricing and reimbursement strategies and evidence-based messaging to communicate on the value of their products. We also work in close partnership with clients to navigate and shape the policy environment to facilitate and improve patient access to rare disease treatments.

Headquartered in London with 50 staff across Europe, Dolon is a dynamic, fast-growing company with a strong reputation and a bright future.

Role description

Dolon is an active participant in the rare disease market access policy arena. We believe in the importance of having an open and constructive dialogue, grounded in research and evidence, about how rare disease treatments are priced, how reimbursement should be determined, how value is defined and how innovation can be incentivised. This year, Dolon will continue to expand our thought leadership and publication activity in relation to these complex topics.

We are seeking to appoint a Marketing & Communications Manager to lead the development and execution of a content marketing strategy that will further raise our profile and reputation for providing topical insights and pique the interest and curiosity of potential clients and collaborators in the rare disease space. The Marketing & Communications Manager will also be responsible for refreshing Dolon's branding, developing our CRM strategy and tracking marketing ROI. The ideal candidate will combine a proactive attitude with seamless project execution and the ability to translate complex information into compelling copy.

The Marketing & Communications Manager will report to the Director, Strategy & Operations and will work closely with consulting staff across all three business units (Market Access Policy, Value, Pricing & Access, Research & Analytics). This is a full-time, permanent position that can be remote, hybrid or based in Dolon's London office (near Liverpool Street).

Key responsibilities

- Work closely with the business units to develop a programme of content to showcase Dolon's knowledge, expertise and thought leadership
- Identify channels (website, social media, webinars, client events, conferences), develop and implement a comprehensive strategy for dissemination of content to target audiences
- Review and provide editorial input on white papers, publications and credentials presentations to ensure consistency of style, voice and quality
- Plan and provide logistical support for advisory boards, roundtables and marketing events (virtual and in-person)
- Create compelling case studies, impactful infographics and marketing collateral to communicate Dolon's service offerings, brand messaging and company values
- Produce curated content and actively manage Dolon's LinkedIn presence
- Refresh Dolon's branding, including updating the design and content of the website to reflect the growing size of the company and to attract both new clients and new talent to Dolon
- Create the foundations of a CRM strategy to inform customer segmentation that will guide the content marketing strategy and identify growth opportunities
- Track and analyse marketing ROI to inform and continuously refine strategy

Experience and knowledge

- Bachelor's degree in a relevant discipline (life sciences, social sciences, business and marketing)
- Demonstrable experience in producing high quality marketing materials for online and offline channels
- Knowledge and understanding of market access concepts and the pharmaceutical industry (desirable)

Skills

- Excellent writing and editing skills
- Strong research and numeracy skills
- Tenacious approach to project management
- A keen eye for aesthetics and attention to detail in presenting information
- Social media content curation
- Proactive, self-motivated and self-policing team player

Personal traits

We place particular importance on emotional intelligence and the ability to get along with other people – Empathy, Flexibility, Positivity, Honesty & Transparency and Excellence & Innovation are important values at Dolon.

Diversity and inclusion

Dolon is committed to recruiting, developing and retaining a diverse team of employees that represent our culture, values and reputation. We are committed to equal employment opportunity regardless of race, colour, ancestry, religion, sex, sexual orientation, age, marital status, disability, or gender identity.

How to apply

Please send a CV and cover letter to recruitment@dolon.com (no recruiters, please).

Applicants must be eligible to live and work in the UK.

Closing date for applications: Friday 18th February 2022