

## Product Marketing Manager, News and Insights, Informa Pharma Intelligence

Informa Business Intelligence has an exciting opportunity in our Pharma Intelligence division for an experienced Strategic Product Marketing Manager who enjoys the fast-paced nature of digital marketing and is interested in shaping the future of our industry-leading brand. This position can be remote (preferably based in the London area or US northeast) or based in our Washington DC, New York City, Boston, or London office.

Informa Business Intelligence, part of the wider Informa group, is a FTSE 100 global digital publishing company providing market intelligence, news and analysis, bespoke consulting services, industry events, and specialist online training to millions of customers worldwide.

Reporting into the Head of Product Marketing, you will create and implement marketing strategies targeted to the Commercial and Clinical R&D pharma market segments for insight solutions including Scrip, Pink Sheet, and In Vivo.

A core responsibility of your role will be to develop a seamless customer journey and message that links our insight news products to our intelligence subscription services, and promote our subject matter experts on the Insight team as thought leaders within the industry.

Following the Pragmatic Marketing Framework, you will be responsible for a range of deliverables including market research and persona development, go-to-market plans, product positioning, new business and retention campaigns, pricing, and sales tools/collateral. You will lead, influence, and partner closely with product and content managers, sales colleagues, and client services to drive collaboration and ensure alignment across our cross-functional team.

You will act as the voice of the customer, developing persona-based campaigns that address all stages in the customer decision journey. Working in close collaboration with the Marketing Communications team, you will be responsible for the successful execution of multichannel marketing programs that leverage marketing automation to drive leads through the sales funnel. These will include integrated promotions that drive brand awareness and highlight our industry-leading thought leadership, lead nurturing programs to educate and engage potential buyers, and the creation of innovative sales tools and collateral that clearly demonstrate how we help our customers and illustrate our competitive differentiation. You will also be responsible for retention and upsell strategy, designing marketing programs that engage, educate, drive usage, and promote loyalty among our current customer base.

The ideal candidate will:

- Take a data-driven approach to strategic planning and tactical execution, encouraging evidence-based improvements to strategies and processes.
- Champion innovation through a test-learn-change approach.
- Lead by example, through creative problem solving and proactively proposing new approaches to better meet both customer and internal stakeholder needs.
- Drive collaboration and communication across the organization by regularly sharing information, best practices, objectives, and expectations.

Experience and skills:

- Prior experience working in a pharmaceutical or healthcare B2B role marketing technology, intelligence, and/or content solutions. Prior experience working on a daily news publication is a plus.
- Experience in implementing marketing strategies that have provided insight and understanding of customers, competitors, value propositions, and pricing, utilizing all aspects of the promotional mix across all marketing media.
- Experience in developing go-to-market strategies.
- Familiarity with the Pragmatic Marketing Framework.
- Strategic understanding of marketing automation and lead scoring.
- Experience conducting market research to gain a deep understanding of prospects, customers, and competitors.



- Strong customer focus – able to identify different customer/market segments, various buyer types, and develop marketing programs that address their specific needs.
- Experience of maintaining budgets and assessing costs and benefits.
- Data-driven, with strong analytical skills, able to provide complex data analysis and draw conclusions based on the analysis which inform marketing strategies and tactics.
- Results-driven – ensure that marketing campaigns fulfil strategic goals and drive the required business results, constantly seeking to improve business performance, with the energy and tenacity to address bottlenecks and barriers.
- Highly organized, methodical, and process-driven with excellent attention to detail, demonstrating a drive to improve internal processes whenever possible.

To apply for these opportunities and develop your career within an industry-leading global brand, please send us your resume and a covering letter highlighting your experience and salary expectation.

[Please click HERE to apply](#)