



MARKETING DIRECTOR

UNITED STATES - ONCOLOGY

CONTACT

 www.fennecpharma.com

 resumes@fennecpharma.com

 United States

**Are you a motivated and
results-driven
professional?**

**Do you thrive in
entrepreneurial
environments?**

**Are you ready to be part
of a high-performing
team that addresses
significant unmet
patient needs?**

**Apply to join Fennec
and be a part of our
important mission for
patients and healthcare
professionals!**

ABOUT FENNEC

Fennec Pharmaceuticals Inc. is a specialty pharmaceutical company focused on the development and commercialization of PEDMARK® to reduce the risk of platinum-induced ototoxicity in pediatric patients. PEDMARK® received FDA approval in September 2022. European Commission approval was received in June 2023, and U.K. approval in October 2023 under the brand name PEDMARQSI®. PEDMARK has received Orphan Drug Exclusivity in the U.S. and PEDMARQSI has received Pediatric Use Marketing Authorization in Europe which includes eight years plus two years of data and market protection.

Fennec employees are expected to embrace diversity and be able to work with internal cross-functional colleagues as well as external partners from a variety of backgrounds and experiences. Additionally, the successful candidate must demonstrate excellence in integrity and compliance with all interactions and adherence to corporate and industry guidelines. Fennec offers a fun, friendly, and industry competitive environment.

POSITION SUMMARY

We are seeking a dynamic, strategic leader with a proven track record of marketing excellence in the biotech industry, strongly preferring candidates with oncology experience. This individual must demonstrate exceptional strategic acumen, cross-functional leadership capabilities, and the ability to navigate the complex oncology market landscape to drive brand growth and market penetration. The successful candidate will possess strong analytical skills to translate market insights into actionable strategies, combined with superior communication abilities to influence key stakeholders across the organization. This role requires someone who can thrive in a fast-paced environment, adapt to evolving market conditions, and lead with both vision and practical execution.

Key responsibilities include coaching, mentoring, and leading the marketing team to develop a Marketing Center of Excellence within Fennec. The Marketing Director will spearhead the annual brand planning process, collaborating with cross-functional partners to align on strategic priorities and tactical execution. This leader will be responsible for developing and implementing innovative brand campaigns that resonate with healthcare providers, patients, and payers. The role encompasses oversight of all personal and non-personal marketing tactics, including digital marketing initiatives, scientific communications, and patient support programs. All applicants will receive consideration for employment without regard to race, color, religion, sex, age, national origin, disability or protected veteran status.

 **Apply Now!**



**Click To Learn More
About**

 **Cisplatin-Induced
Hearing Loss**

 **Family Stories**

 **PEDMARK**
(sodium thiosulfate)



OUR NAME

We proudly take our name from the fennec fox, a distinctively large-eared canine that is the smallest of all fox species. Fennec foxes roam the sandy Sahara and greater North African region. Their characteristic ears serve a dual purpose: they are sensitive enough to hear prey underground and also help dissipate the hot desert heat.

Children undergoing chemotherapy are going through an extraordinarily challenging time, and the loss of hearing only compounds the difficulty. Fennec Pharma, named after that resourceful and determined fennec fox, is committed to helping children at risk of hearing loss due to ototoxicity.

RESPONSIBILITIES

- Lead, coach, and develop the Marketing Product Manager, providing mentorship to enhance skills and drive marketing excellence
- Spearhead the annual brand planning process, ensuring alignment with commercial objectives and company strategy
- Orchestrate the development and execution of comprehensive campaigns
- Partner with cross-functional stakeholders including Medical Affairs, Sales, Market Access, Legal, and Regulatory
- Develop and implement marketing campaign and strategies that effectively position the oncology product in a competitive landscape
- Design and manage both personal and non-personal promotional tactics to reach target audiences, ensuring projects comply with regulatory requirements
- Establish meaningful KPIs and analytics frameworks to measure marketing effectiveness and ROI
- Drive market research initiatives to gain actionable insights into customer needs and market dynamics
- Oversee marketing budget allocation and optimization to maximize impact
- Lead the development of compelling messaging and content strategy aligned with approved indications
- Direct the creation of sales training materials and field force communications
- Identify and evaluate potential strategic partnerships and collaboration opportunities
- Present marketing performance and recommendations to senior leadership

QUALIFICATIONS

- Bachelor's degree required; MBA strongly preferred
- Minimum 6 years of progressive biotech marketing experience required, with 2+ years in oncology strongly preferred
- Proven track record of successful and innovative product launches or marketing campaign implementation
- Demonstrated leadership experience and developing high-performing teams
- Strong understanding of the oncology landscape, including treatment pathways, key stakeholders, and market dynamics
- Experience in strategic brand planning and tactical execution across multiple channels
- Proficiency in analyzing research, data, and competitive intelligence to inform strategy
- Excellent cross-functional collaboration and leadership skills
- Strong financial acumen with experience managing significant marketing budgets
- Exceptional communication and presentation skills, with ability to articulate complex information clearly
- Demonstrated ability to build relationships with key opinion leaders and HCPs
- Strong knowledge of pharmaceutical regulatory environment
- Proven ability to thrive in fast-paced, evolving market conditions
- Excellent project management skills with ability to prioritize multiple initiatives
- Ability to travel including overnight trips based on company needs (25-30%)