

Global Marketing Fellowship

Becton Dickinson (BD) – Urology and Critical Care

The BD Pharm.D. Marketing Fellowship is a 2-year opportunity based at the Urology and Critical Care division of BD in the Atlanta, GA area reporting to the Director, Home Care Marketing. The corporate office is in Covington, GA (30-minute drive from downtown Atlanta), and the Fellow will spend hybrid time in the office, in the field with customers, and occasionally at our DME/Distributor Liberator Medical in Stuart Florida. BD has built a strong presence in the Home Care Urology business, with hundreds of thousands of patients using our products in the US. We have vertically integrated manufacturing and distribution thus can take care of patients/caregivers from prescription to doorstep. We have a unique product offering of Silicone based urinary catheters and a 1st of its kind female external catheter, strong sales presence, and a consumer engagement program. Our DME, Liberator Medical, provides us with nationwide distribution, billing expertise, direct to consumer programs, and access to a \$950M US market.

The Marketing Fellow will gain hands-on knowledge of the Home Care business, and the medical device industry by working on projects in the following business-related areas:

- New Product Development
- Marketing execution and project management
- Brand development
- Strategic planning
- Product and services innovation
- HCP engagement and KOL development
- Speaker bureau program development and training

The Marketing Fellow will have the opportunity to gain additional experience by participating in structured stretch assignments on key projects in other cross-functional departments.

This Fellowship will be offered in collaboration with the Industry Pharmacists Organization (IPhO). Through IPhO, the Fellow can gain exposure to broader networking and leadership opportunities for pharmacists in industry.

- IPhO Professional Development Projects
- Organizational Leadership - Fellow will be a member of the IPhO National Fellows Council
- Teaching Experience as Instructor, IPhO Institute for Pharmaceutical Industry Learning (webinars)
- Publication Opportunities (poster/paper/article), preferably but not necessarily in conjunction with an IPhO Leadership member.

Essential Functions/Responsibilities:

- Plan and execute one or more projects with related organizational goals
- Prepare analysis of business, competitive and customer needs as part of the business planning process
- Participate in the planning, development and execution of brand communications including tactical plan, messaging, and promotional education
- Understand the financial operations of a brand related to P&L, advertising and promotional spend
- Analyze sales results, study environment and perform appropriate research to understand product segment potential and profitability
- Develop and execute Market research to understand customer needs that aid in new product development programs
- Interfaces effectively with multi-disciplines, such as R&D, Customer Service, Sales, Medical Affairs, Quality, Operations, and Regulatory
- Direct interaction with customer base, including internal Sales team, Health care professionals, DME's and end users/consumers

Knowledge, Skills and Ability Requirements:

- Ability to work independently and in a collaborative team environment
- Willingness to take on multiple tasks simultaneously and performing at high levels in a fast-paced environment
- Demonstrated leadership
- Excellent written and verbal communication skills. Effective listening and presentation skills.
- Strong Project management skills including attention to detail, time management and organizational skills.
- Analytical/Strategic thinking ability and mental agility
- Strong attention to detail
- Ability to travel (~20%)

Qualifications:

- Doctor of Pharmacy degree (Pharm.D.)
- Graduate of an accredited and nationally recognized pharmacy school
- Internship or rotation within the biotechnology, medical device or pharmaceutical industry is a plus
- US citizen or permanent resident

Cover Letters addressed to: Director of UCC Home Care Marketing Vincent Maes
Submission Deadline: February 23, 2024