



Sr. Director Marketing

Report to: Chief Executive Officer

Overview

Working across the business, you will apply your thought leadership on our overall branding as well as that of our technology platforms, products and services. We are looking for someone that has developed relationships with large pharma partners that can leverage those relationships in this position. There will be a strong focus on retail product and co-branding opportunities to increase revenue and growth of the brand.

Goals of the position will be to develop strong brand/co-brand, marketing, launch health and wellness products (including cannabinoid based) as well as ensuring consistent messaging across all stakeholders to support the branding and marketing plan that will enhance and promote Pathway Health Corp's reputation and visibility in Canada to start and other geographies as the Company grows. The role needs to consider long-and short-term financial implications, competitive factors, internal/external stakeholders, and customers.

You will work closely with the management teams of the Company and its operating subsidiaries to develop marketing and communication strategies for the stakeholders in chronic pain management of the healthcare market, including physicians, patients, Licensed Producers, Pharmacy Partners, and pharmacists, as well as product branding and co-branding.

Here are a few ways you will make a difference:

- Oversee the creation and implementation of marketing & communications plans for new product launches, sales campaigns and co-branded licensed producer or private label pharmacy marketing opportunities
- Develop, source, and cultivate retail opportunities to aggressively grow the Pathway Health Corp. brand through co-branding of products with Licensed Producers and Pharmacy Partners, as well as other streams that fit within the Company's model
- Bring expertise on leading trends and best practices in the area of traditional & digital marketing, communications & brand development
- Pioneer and implement measurable strategies that profitably increase revenue and grow the brand
- Inspire and create effective, consistent communications, appropriate for the marketing collateral depending on medium, and target audiences, in alignment with the vision and mission of the team, department and division
- Continue to strengthen the brand's unique and compelling image, personality, and voice to build relevance and equity among target consumer audiences, and maintains and improves the reputation of the company and its stakeholders
- In collaboration with corporate and business development teams, work with select Licensed Producers and Pharmacy Partners, in building strong marketing strategies including digital, social media, out-of-home, direct mail, and traditional marketing tactics
- Communicate with management to cultivate an aesthetic and brand that reflects the Company's core values and ideals
- Mobilize the execution of the team to deliver high ROI results with speed and efficiency
- Establish a best-in-class social, digital and web presence that drives consumer awareness, engagement, affinity and purchase

Created May 2021

Updated:

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- Drive experience-oriented strategies on the marketing team and consider how individual materials and deliverables help tell the brand story to our audience
- Develop and maintain a rich and comprehensive brand narrative, voice, look and feel, including brand guidelines
- Lead the creation of new names and positioning for products so that our brand architecture is clear and provides competitive differentiation.
- Ensure that the company's websites improve image, drive customer engagement and sales, and showcase attractiveness as an employer
- Work with Internal Communications team to develop and implement strategies to ensure all team members have a deep understanding of brand
- Develop and implement a cohesive marketing plan to increase brand awareness
- Build relationships with media and stakeholders through creative PR strategies
- Monitor all marketing campaigns and improve them when necessary
- Prioritize marketing projects and allocate resources accordingly
- Prepare regular reports and presentations on marketing metrics for the CEO
- Conduct market analysis to identify challenges and opportunities for growth
- Provide guidance and ideas to organize effective marketing event
- Track competitors' activities and closely monitoring competitors' successes and failures and learning from them
- Prepare and review monthly, quarterly, and yearly budgets, and allocate resources appropriately
- Conduct market research and implement new strategies based on findings
- Monitor industry trends and schedule meetings to share new information with the team
- Lead and manage direct reports to achieve overall objectives; hire, performance manage, career develop, coach and train team members
- Set daily, weekly, monthly, and yearly targets, and implement various incentives to ensure they are achieved
- Ability to work within budget and ability to pivot quickly

Abilities and Knowledge:

- Proven work experience as a VP of Marketing, Marketing Director, or other senior role
- Demonstrated experience in retail product branding/marketing/launch (Health Care Products preferably)
- Solid understanding and experience working with partners to co-brand retail consumer products and services
- Demonstrated experience designing and implementing successful marketing campaigns
- Solid knowledge of SEO, web analytics and Google AdWords
- Experience with CRM software and digital marketing tools and techniques
- An entrepreneurial, agile, creative mindset
- A focus on leadership by example, a bias for results and execution, and the humility and confidence to put team success ahead of self.
- Excellent written and verbal communications skills
- Strong analytical and project management skills with ability to meet objectives in a timely manner
- Strategic mindset, with ability to make difficult decisions
- Plan and control budget and expenditures

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Education and Experience:

- Minimum undergraduate degree – preferably with a marketing and brand development focus
- Minimum of 10 years of relevant experience in marketing / communications & brand development with a recent focus in partner co-branding, preferably in consumer products
- Medical industry and / Pharmacy retail experience would be a strong asset
- Experience within medically focused Cannabinoid Companies a strong asset
- Ability to work with outside agencies or vendors

**** Management reserves the right to change the scope of the role acting reasonably. ****

Pathway Health Corp. is an equal opportunity employer and welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all facets of our selection process.

If you are interested in exploring this opportunity with Pathway Health, please submit your resume and cover letter with hourly rate expectations. Only candidates selected to move forward in the hiring process will be contacted.